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Food Mixers *CR Tests of Seven Makes*

Have You Dentifrice Delusions?

by Rachel Lynn Palmer

Winter Lubricating Oils Tested

Not Confidential

25c a copy

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Not Confidential—Consumers' Research

Off the Editor's Chest

WE HAVE MEANT for a long time to tell advertisers who leave out the price of the article advertised what we thought of that practice. Even a New York columnist expressed annoyance, and hazarded a guess which is certainly a safe one.

... Often the price is not given or hinted at because the manufacturer or the dealer thinks that the salesman can talk somebody into buying with more convincingly than the printed word could achieve. What the manufacturer appears not to know is that there are many possible purchasers who are sales-talk shy; who are afraid of being talked into buying something that they don't actually have to have. Often the price of these things is less than the fearful reader thinks it will be; but rather than go to the trouble of sending for a circular—which also may fail to tell the price—or of telephoning to the distributor, he lets the thing go by default and worries along with the old-fashioned ice box and coal furnace. (F.P.A.'s column, New York Herald Tribune, October 7, 1932.)

We think that if there is anyone to whom consumers should express themselves sharply and positively, it is the advertiser who is unwilling to take responsibility for his advertising to the extent of telling what the offered goods will cost. In so far as any advertising has justification, it is that it tells the consumer things he needs to know, and advertising that does not state the price in a specific and fully informing way does not do that, but leaves the field open to further waste of time and investigation and to badgering and follow-ups and telephone prospecting by run-of-office salesmen and even that special breed of pest known as the expert closer.

The way to get prices into advertisements is for you as a consumer to write to the manufacturer and say that you may be interested in his article, but you will not develop that interest until he puts the price into the advertisements; you may wish to add that you take this position precisely because you are unwilling to subject yourself to the hazards of a call from one of his high-pressure salesmen. That form of expression may have a value in impressing an advertiser with your need for advertising which performs an economic function and has in it a reasonable element of mutuality. Don't telephone your message; write it. Written communications have a way of getting noticed by more people, and may even, in exceptional cases, reach the incoming-letter tray of the General Sales Manager, or the Third Vice-President in Charge of Advertising or Public Relations.

Advertising men are smoking a great many cigarettes and drinking (at your expense) many long drinks these days over the appalling curtailment of purchases by consumers who have money to spend. Maybe they will be hastened to a solution of that problem if a few thousand consumers express themselves plainly on ignorantly or deliberately uninformative advertising. The man who thinks that it is a matter of no consequence whether his dingbats cost more or less than his competitors' dingbats might just as well learn that you can use the extra 25 cents or \$25 that his product costs, as well as he can; that when he is ready to give you—the consumer—a part in the sales contact, maybe you both can begin to do business.

F. J. S.

Have You Dentifrice Delusions?

WOULD YOU LIKE a diamond engagement ring? Use *Colgate's* tooth paste and it's yours. Can you feel it—that film on the teeth? Use *Pepsodent* and then you won't. Are you in need of more spending money? Change to *Listerine* tooth paste and watch your purse swell. Are you confident that you don't have pyorrhea? Read four out of five of *Forhan's* ads and you won't be so sure. Do you really think there is a bit of truth in tooth paste advertising? If so, then read what the American Dental Association has to say about tooth pastes and change your mind. One can acquire much illumination on the subject by spending an afternoon gathering a collection of advertisements for the popular brands of tooth pastes, with all their flamboyant, preposterous, and mutually contradictory or inconsistent claims based on snobbishness, sex appeal, fear, and pseudo science; and comparing them with the scientific and factual statements made by the Council of Dental Therapeutics of the American Dental Association about the same dentifrices.

The Council of Dental Therapeutics of the American Dental Association applies "with the greatest leniency compatible with consistency a liberal policy regarding the composition of this class of products," and directs most of its attention toward the "control of irresponsible statements made in dentifrice advertising." By this policy, a tooth paste of almost any formula can receive the American Dental Association seal of approval as long as the producers are reasonably restrained, and fairly honest in the advertising claims they make for their products.

Of all the dentifrices, *Pepsodent* has been one of the most consistent in its advertising claims. For fifteen years, *Pepsodent's* makers have been harping on the film-removing virtues of their tooth paste. True, the formula of the product hasn't been equally consistent. There have been three changes in its composition, but throughout this transition, *Pepsodent* has always been the one unparalleled tooth paste for removing film. According to *Pepsodent* ads, "*Film must be removed from teeth . . . for beauty and for health. . . . Film contains the germs associated with tooth decay. Film invites tooth and gum disorders. . . . To remove it you must use a special film-removing agent. . . . Pepsodent's* unique power to remove film from teeth is due to the formula. [Evidently there's a lot of latitude in formulas for a firm that can shift its ideas of the perfect dentifrice as easily as the *Pepsodent* Company can.] A new cleansing and polishing material has been developed. . . . This special film-removing material is contained in *Pepsodent* exclusively—and in *no* other dentifrice whatsoever." [Italics theirs]

But in the September, 1934, issue of the *Journal* of the American Dental Association, in the report "Pepsodent Tooth Paste—Not Acceptable for Accepted Dental Remedies," we are told that for removing the film originally, "the digestive action of

pepsin was held responsible; later, the agency was the 'fruit acids' contained in the tooth paste. Now it is the 'special polishing agent.'" This new polishing agent which has been developed, the American Dental Association report finds, "is nothing more than dicalcium phosphate, long known to chemists. . . . Dicalcium phosphate has for many years been a constituent of baking powders."

There is, indeed, a great deal of doubt about the nature of this film which the *Pepsodent* Company spent over one million three hundred thousand dollars talking about, in magazines and over the radio, during the first nine months of 1934. There is some evidence to show that film may be a protective covering for the teeth. But to grant for a moment that film is really the horrendous thing which the *Pepsodent* Company pictures it to be, the Council on Dental Therapeutics says, "No evidence is available that *Pepsodent* Tooth Paste removes the 'film' [or] that, once the 'film' is removed, a 'film' does not form immediately after." Unfortunately, few but dentists read the *Journal* of the American Dental Association and thus few consumers will know what it has to say of the misleading character of *Pepsodent's* claims. Quite likely, the *Pepsodent* Company will find it equally profitable to continue without the seal of approval of the American Dental Association, as long as there are millions of women gullible enough to believe their teeth will look as beautiful as the girl's in the ad if they will but use a "true film-removing tooth paste."

The fear motif has been used profusely in all advertising during the past few years, and the tooth paste manufacturers have done their share of scaring the American people into a state of national jitters. One of the most effective pieces of scaring has been done by the Forhan Company. The American Dental Association says: "One of the more serious offenses against decency . . . has been the advertising put out over a stretch of years for Forhan's Pyorrhea Astringent, Forhan's for the Gums or Forhan's, as the product has been designated at various periods." In a current advertisement, topped by an extraordinarily healthy-looking girl who boldly proclaims, "At my age pyorrhea is just unthinkable!" only to have her dentist reply, "Don't say that to me!" we are told, "This dread gum disease [pyorrhea] works unseen five years, sometimes as long as ten years. The damage is often done while the victim is quite unaware. . . . It is terrible to think that four out of five people around the age of 40 have pyorrhea. . . ." After doing its best to convince you that your chances of not having pyorrhea are very slight (one out of five to be exact), the advertisement would drag you from the depths of despondency to which you have sunk by assuring you there is some hope after all, thanks to the wonderful Dr. R. J. Forhan, for 26 years a specialist in pyorrhea, who has provided you with a treatment by which you may prevent it. The treatment turns out to be nothing less than the process of brushing your teeth with Dr. Forhan's

quite profitable tooth paste. The American Dental Association says in its report, "Forhan's for the Gums—Not Acceptable for A.D.R. [Accepted Dental Remedies]: . . . R. J. Forhan, D.D.S., appears to be better known for his ability in commercializing a toothpaste than as a specialist in diseases of the mouth. Inquiries directed to a former president and secretary of the First District Dental Society of New York, where R. J. Forhan was reputed to reside, brought the information that R. J. Forhan has never been a member of that society." The knowledge of the American Dental Association's refusal to give its seal of approval to *Forhan's* tooth paste, on the ground that "it is marketed with unwarranted therapeutic claims . . . , with an apparent disregard for the limited usefulness of toothpastes," should enable you to keep a stiff upper lip the next time a *Forhan's* ad confronts you with the thought that, almost inevitably, you are one of the four out of every five doomed to have pyorrhea.

But it is not sufficient to be fortified only against the dire prognostications of the Forhan Company. There are other tooth paste vendors who have also been very proficient in supplying the public with hobgoblins. The Bristol-Myers Company has been doing its best to make us all shudder at the prospect of "pink tooth brush," and recently has been filling the magazines with pictures of pulchritude—but what fools, according to the advertisements. Readers are advised not only to brush their teeth with *Ipana*, but also to massage the gums with it. "The ziralol in *Ipana*, with the massage, aids in rousing circulation through the gums," with the result that, "you are safer from gum disorders like gingivitis, pyorrhea, and Vincent's disease." It happens in the case of *Ipana*, that the drug "ziralol" is itself a proprietary material, or "patent medicine," hardly a scientific approach to the problem of pyorrhea.

This is what the American Dental Association has to say about this type of advertising and the claims made for it: "Even more harmful than this competition to bamboozle the public by a distortion of scientific knowledge was the appearance of that school of advertisers who gave to their toothpaste curative virtues extending from mere stimulation to prevention of gingivitis and of conditions included in the term pyorrhea. A perusal of this group of advertising claims shows that they had no more scientific support than being medicated with extremely small amounts of some drugs. . . . All this despite the evidence that a dentifrice could be expected to do nothing more than make the task of brushing the teeth a little more pleasant."

E. R. Squibb & Sons, who continually spend a great deal of money to tell people by means of full-page ads just how great is their integrity, and how boundless their concern for the welfare of the public, couldn't resist the temptation to have their fling along with the rest at scaring people into buying their tooth paste. They put forth innumerable ads warning of the "danger line," and advising everyone to use *Squibb Dental Cream* to "render the destructive germ acids harmless." As the *Journal of the American Dental Association* of March, 1931, pointed out: "Little did it matter to the ad-

vertisers that the scientific evidence indisputably showed that alkali or acids do not and cannot be expected to change the reaction of the mouth for consequential periods; or that the older idea that the normal reaction of the saliva is alkaline was based on a fundamentally faulty technic." *Squibb* tooth paste was accepted in 1931 by the American Dental Association, at which time the manufacturer agreed "to make no claims of a chemical, therapeutic or bacteriologic nature." But, though E. R. Squibb & Sons believe that "the priceless ingredient of every product is the honor and integrity of its maker," quite obviously they do not believe that the priceless ingredients of every advertisement of theirs should be its honesty and scientific reliability; for in December, 1933, *Squibb* was omitted from Accepted Dental Remedies because "E. R. Squibb & Sons advertise *Squibb Dental Cream* to the public and to the profession with therapeutic claims in conflict with the liberal provisions of the Council for dentifrices." Since their advertising of late has been of a somewhat chastened nature, perhaps they are going to make another bid for acceptance by the Council on Dental Therapeutics.

Listerine tooth paste has tried to woo purchasers with the thrift note. Everyone is acquainted with the advertising campaign in which the reader was advised to buy eggs, a fur coat, or what have you, with the money saved by the use of *Listerine* tooth paste. This line of approach is not being used quite so blatantly these days. You are simply told, "On the basis of one 25c tube a month, you can save as much as \$3 a year if you are now using a costlier dentifrice." [Italics ours—CR] That is a larger "if" than you might at first imagine. When CR compared the weight of *Listerine* and four of the other popularly sold tooth pastes, *Listerine* was found as high as or higher in price per unit, than two brands, and so little cheaper than one that the saving effected by the substitution of the use of *Listerine* for it for a year would be a matter of cents, not of dollars. Of the four, there was only one tooth paste appreciably more expensive than *Listerine*. Recently the Lambert Pharmacal Company has evidently had a few fears that possibly, because of their advertising, the moneyed aristocracy would begin to think that this was a tooth paste only for common folk; so now a very snooty dame looks out at us from a full-page ad appearing in all of the more popular magazines. We are assured that this insufferably upper-class female uses a 25c tooth paste, though the *Rolls-Royce*, the jeweled bracelets, and other things in the little inserts are "all hers." We are supposed to infer that though we can never rise to the place in the social scale where we can enjoy the luxuries which are "all hers," we can at least bask in the glory of using the same kind of tooth paste as this clearly superior creature from the *haut monde*.

Of course, *Listerine* does make claims for its tooth paste other than the not too well substantiated one of its economy. "*Listerine* Tooth Paste *does* cleanse teeth better than ordinary pastes, says a great dental authority. [Why are these "great authorities" always unnamed?] That is because its cleansing agents come in *Direct Contact* with de-

caying matter on teeth. With the aid of the tooth brush they spread over tooth surfaces and penetrate hard-to-reach crevices, attacking tartar and sweeping away germ laden debris and discolorations." But a writer who is enough of an authority on the subject so that he doesn't need to go unnamed¹ says: "Any dentifrice which will remove tartar, prevent decay or inhibit or cure pyorrhea or other mouth diseases either is a downright fake or is not safe to use. Tartar, or calculus, can be removed only by special instruments in the hands of a dentist."

Colgate's Ribbon Dental Cream bids fair to risk the same experience with the American Dental Association as did *Squibb Dental Cream*. It was accepted by the Council in the days when it claimed only to be an effective cleansing agent, but since then it has gone in for an extensive campaign of advertising typified by "Men who 'couldn't see me' are all eyes now," and "I loved him . . . I lost him . . . I got him." With such captions for many advertisements, the Colgate-Palmolive-Peet Company implores the women of the country to rid themselves of the "seven stains" and so claim the romance and the happiness which wait just around the corner. It seems impossible that any girl, no matter how lovelorn, can believe that romance for her is contingent upon the brand of tooth paste she uses. At any rate, the Council on Dental Therapeutics recently "considered the present status of Colgate's Ribbon Dental Cream, with special reference to the current claims for the removal of seven kinds of stains in its advertising. A report objecting to the present advertising theme was adopted and sent to the firm, in accordance with the custom of the Council, in order to give the firm an opportunity to correct their advertising in the light of the Council's position." Whether the threat of removal of the American Dental Association seal of acceptance will be sufficient to frighten the Colgate-Palmolive-Peet Company to return to an approximation of truthful advertising for *Colgate's* tooth paste remains to be seen.

Kolynos has been made famous, or perhaps infamous would be a better word, by its "3 shades whiter in 3 days" advertising. The South Bend (Indiana) Dental Society made a test of the "three shades lighter" claim, with the following results: "Of the seventy-three cases reported, seventy-two showed no change in shade at all. The remaining case reported by one dentist showed perhaps a bit lighter, but to give the advertisers the benefit of the doubt, one shade lighter was reported." In fact, the claims made for *Kolynos* tooth paste have so exceeded even the ordinary customs of advertising fakery, that the Federal Trade Commission was constrained to proceed against it, and according to the F.T.C. Stipulation No. 0560, issued May, 1934, the *Kolynos* Company "agrees to stop representing that its tooth paste will whiten teeth three shades in three days. Other assertions to be discontinued in advertising are to the effect that germs which 'sweep' into the mouth attack the teeth and gums or cause bacterial mouth and that the Company's

product will remove or conquer bacterial mouth. The company will no longer advertise that its tooth paste will erase, wash away or remove tartar from the teeth."

It is rather a sad commentary on the intelligence of the American people that of seven widely sold tooth pastes, five have never been accepted by the American Dental Association, and of the two accepted, one has since been dropped, and one probably will be soon if it does not mend its advertising ways. Any examination of dentifrice advertising convinces one that the tooth paste manufacturers are true kinsmen of the patent medicine men and cosmetic fellows, and quite as willing as they to sacrifice honesty and the consumer's welfare or pocketbook, as the case may be, to profits at the expense of the gullible.

Anyone who regards himself as an intelligent consumer should make up his own tooth powder out of precipitated chalk, a little baking soda, and, if desired, a few drops of oil of peppermint to give a pleasant flavor. By so doing, he would save at least 90 percent of his present expenditures for tooth paste. He would have the assurance that he is not endangering his teeth or his health by the use of a secret formula mixture which may quite likely contain a too harsh abrasive or a poisonous substance.

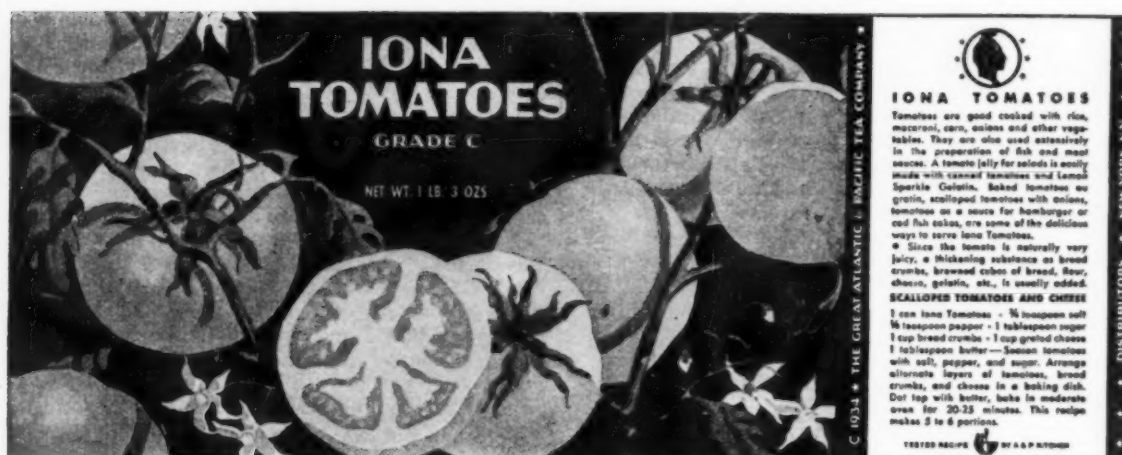
But the consumer's greatest satisfaction from making his own tooth powder should come from the knowledge that by so doing he is no longer helping to support these manufacturers, who, while performing a service of minimum value to society, have found their business so profitable that they can expend millions of dollars to gull still further the American public with claims for their products, claims as unscientific, as misleading, and as great an offense to good taste as the offenses of the notorious patent medicine trade. "Seven stains" indeed, on the already well-stained record of recent advertising are the fatuous and unscientific claims of *Pepsodent*, *Forhan's*, *Ipana*, *Squibb*, *Listerine*, *Colgate's*, and *Kolynos* tooth pastes.

RACHEL LYNN PALMER

Inventions Suppressed New Study Planned

ONE OF THE MAJOR LOSSES to consumers is by the suppression of invention because a particular development happens to conflict with an already established industry or to wipe out a profitable business in repairs, servicing, or replacement of appliances or machines. Frequently rumors are heard of such instances, but they are exceedingly hard to trace and the exact facts in the few cases investigated have proven quite elusive. CR would be interested in hearing from anyone having information where a valuable invention or patent of certain merit is known to have been suppressed because of business reasons that are against the consumer's interest.

¹ F. F. Smith, *Hygeia*, March, 1934.



IONA TOMATOES
GRADE C
NET WT. 1 LB. 3 OZS.

C 1024 - THE GREAT ATLANTIC & PACIFIC TEA COMPANY

IONA TOMATOES
Tomatoes are good cooked with rice, macaroni, corn, onions and other vegetables. They are also used extensively in the preparation of fish and meat sauces. A tomato jelly for salads is easily made with canned tomatoes and lemon juice. Canned tomatoes are also used in the preparation of fish and meat sauces. A tomato jelly for salads is easily made with canned tomatoes and lemon juice. Canned tomatoes are also used in the preparation of fish and meat sauces. A tomato jelly for salads is easily made with canned tomatoes and lemon juice.

SCALLOPED TOMATOES AND CHEESE
1 can Iona Tomatoes - 1/4 teaspoon salt
1/2 teaspoon pepper - 1 tablespoon sugar
1 cup bread crumbs - 1 cup grated cheese
1 tablespoon butter - Season tomatoes with salt, pepper, and sugar. Arrange alternate layers of tomatoes, bread crumbs, and cheese in a baking dish. Dot top with butter, bake in moderate oven for 25-30 minutes. This recipe makes 3 to 6 portions.

TESTED RECIPES BY A & P KITCHEN

DISTRIBUTORS - NEW YORK, N.Y.

The A. & P. confesses all, but it's better to know that you're buying Grade C than to pay a high price for a fancy label and get Grade C anyway, as one did, for example, in buying Snider Fresh-Kept Selected Tomatoes, "Tested and approved by Bureau of Foods, Sanitation and Health, Good Housekeeping Magazine," (See Annual Handbook of Buying, col. 39.)

Flavor of Foods Can Be Judged by Anyone

ANYONE with a normal sense of taste can judge flavor in food—canners and grocery trade associations to the contrary. The canners who are violently opposed to the setting up of A, B, C standards of canned goods claim that it is impossible to measure flavor. Perhaps the one reason for their having the temerity to take this stand lies in the fact that the rating of flavor has been made to appear an unnecessarily complex and difficult art. Many have been the attempts to find a "systematic" way of judging flavor, but they are not of much help to a group of plain consumers who would like to find out for themselves. Those "Judging Committees" we sometimes hear about, especially from magazine "Institutes," simply won't work for the average consumer. Can't you visualize how the most vociferous member, or the one with most prestige, will be deciding for everybody, with the polite and reticent but judicious and unprejudiced person left out in the dark? Equally impractical, in another way, is the use of score cards, so favored by teachers of advanced classes in nutrition. A government inspector doing nothing but rating butter all year round may manage to distinguish forty-five degrees in flavor of butter on the official scoring, but the housewife in her own tests can get along quite well with far fewer distinctions. Using numbers, in spite of the college professors' predilection for numerical bases of estimating, doesn't make the judgment more accurate; numbers look impressive on paper, but whoever would think of the flavor of a chocolate layer cake as No. 10 or 12!

Still, rating flavor can be made fairly reliable. This is an excellent project for local consumers' groups to work at. The method described below has been tried many times by students in an Eastern university and can be used with large numbers of people. In fact, the more participants, the more re-

liable the average rating will be; there should never be less than ten, and there may be as many more as you can assemble.

Select several brands of foods suitable for the occasion. Perhaps you are curious about the brands of bread used by you and your friends, or the butter, or jelly, or canned goods. Meat extracts and bouillon cubes, made up into solutions, might be used. Why not rate the flavor of the increasingly numerous varieties of canned soups on the market? Since canned soups must be advertised extensively to be sold, the women's magazines sing their praises all over the editorial pages. Your own sober and unsubsidized judgment will almost certainly be different. You might even cook some homemade soup according to a trusted recipe and use this as a flavor standard for the canned soups. I strongly recommend doing so, figuring out as you go the price per cup or pound. A test of chicken soup, for example, can be quite revealing; at least so a food marketing class found in recent tests. Only one of six brands was judged to have a true chicken flavor and that, it happened, was not the one most widely advertised. A couple of the brands were closer to the students' idea of what dishwater might taste like. Just try for yourself. Serve the specimens heated, of course.

By and large, when rating flavor, it is a good idea always to provide one homemade portion, cooked by someone who knows how. (Your local home economics teacher can supply a recipe which is scientifically correct.) Since manufacturers are wont to boast of the homemade quality of their wares, the comparison is a very fair one, though in most cases very hard on the ready-to-eat food.

In planning for a group test, have everyone bring the brands which she usually buys. The following procedure is based on a test of canned fruit,

and the method used will be practically the same with other foods. It is better to limit oneself to one kind or variety of food the first time. Remove labels, marking each with a number, from one upward, and substitute a piece of adhesive tape carrying the same numbers. Your guests should not see this operation, else your test will be valueless, as nobody can help being influenced by brand names, and what she thinks the corresponding products *ought* to be like.

Now all you need is a table behind which you will sit recording the rating, placing in front of you the marked cans with the numbers arranged in sequence and turned towards the guests. Place a serving spoon in each can so that there can be no carry-over from another brand, as there would be if the same spoon were used for each. It is amazing how persons of otherwise very civilized habits will put their own spoons into the common dish on such occasions. I fear it is a carry-over from the privacy of the kitchen, where the tasting spoon is often forgotten. Using paper plates or crinkle cups and wooden spoons (sometimes toothpicks will serve) saves a lot of dishwashing.

Before inviting the guests to the table, divide a sheet of paper up into ten columns and write along the top the following headings: (1) Code number of cans; (2) Excellent 5; (3) Good 4; (4) Fair 3; (5) Poor 2; (6) Very poor 1; (7) Total score; (8) Total score divided by number of raters; (9) Average rating; (10) Price per can. Fill in code numbers in first column. The raters now have five steps of flavor to choose among, which is plenty; some people find even that too complicated, though I believe you will need them all. Do not bother with the numerical values for the time being. They will be used when you figure out the average of all the ratings.

Invite the raters in one by one. If more are present, they will invariably influence one another. We become self-conscious if somebody is observing us. Those who have already passed judgment on the flavor often do not like to hear others give a different opinion. As a student once expressed it: "I am staying to see if she judges *right!*"

Most people have to learn to spend time tasting—perhaps because there is so much mediocre food on the market that many have lost appreciation of flavor. Quite a few home economics students have told me that they never taste the food they prepare before serving it. Do not hurry the raters! Let them sample all brands once before they express an opinion—twice is better. They will probably then be able to point out what they consider the best and the poorest product. Urge them not to be afraid of rating any brand "Excellent" or "Very poor." Psychologists have noted the tendency of persons doing ratings to avoid extremes, and my own experience has borne out this observation.

It would be much easier to rate the product if we all had very clear memory images of the flavor of foods. It is probably the vagueness of such memory standards which makes people hesitate to express a clear-cut opinion. As mentioned before, it does help considerably to supply a good homemade product as a norm for comparison. Also try, as far as

you have any opinions, to include a wide range of quality among your brands, as one's flavor standards inevitably are modified by the products tested. Still, it is no solution to include too large a number of brands in the test. On one occasion it proved to be an impossible task to rate the flavor of sixteen brands of canned tomatoes. The raters were able to decide on both the best and the poorest brand, but it was beyond anybody's capacity to judge the relative positions of the fourteen brands in between. This is probably because the rater must be able to remember the flavor of all brands which are to be tested at the moment when she is making a decision about any one of them, and the flavor images of six different brands seem to be about the maximum that can be kept in mind at one time by the average person. For instance, in tasting a brand, your opinions might take shape in such a way: "I am sure of my decision about the best and the poorest. This one is not nearly equal to the best, but far from the worst; I rather think the X brand comes ahead, while Y and Z should belong between this and the poorest."

The greatest difficulty is always found to be the rating of products with a weak or indeterminate flavor, and the raters should be encouraged to sample all the products carefully before rating such brands.

It goes without saying that only persons with a normal sense of taste should be invited to take part in such a test. Naturally they should also have a liking for the kind of food tested. If this happens to be preserves, don't include a person who tells you she doesn't care for sweet foods!

The recorder must play the passive role, of course—assist the rater in mastering the technique but show no surprise or concern at any opinion, however odd it may seem to her. When the rater is sure of her decision, the recorder places a check in the appropriate column. When everybody has had her turn, the recorder gets the task of averaging all ratings; here the numbers assigned to each step in the rating scale come in. Suppose there were ten raters participating and that can No. 1 got three "Excellent" ratings, five "Good" ones, and two "Fair." The total score will be: $[3 \times 5] + [5 \times 4] + [2 \times 3] = 15 + 20 + 6 = 41$. The average score will be $41 \div 10 = 4.1$. The flavor rating therefore is "Good," the nearest step in the rating scale being 4 which corresponds to "Good." Always use the descriptive term for your final rating; this is much closer to our usual way of thinking about flavor than are numbers. Complete the calculations for all brands, and fill in the brand names and the price per pound (of drained solids in case of canned foods), ounce, cup, or other unit.

Have paper ready so that each guest may copy the results. Be sure to let them know the prices, too, at the end of the test. Even if you did not take time beforehand to calculate price per pound of solids, the price per can would be worth comparing with the flavor rating. We were surprised to find the other day that the flavor of a brand of canned salmon costing 25 cents per can was about equal to that of a can of similar size, costing 49 cents. There follows an example of a record sheet filled out.

Comparison of Flavor of Six Brands of Canned Pears

Number of raters: 10

Code no. of brands	Excellent; value 5	Good; value 4	Fair; value 3	Poor; value 2	Very poor; value 1	Total score	Total score divided by no. of raters	Average rating	Price per No. 2½ can
No. 1	/	//	////	//					
	1×5=5	2×4=8	5×3=15	2×2=4		32	3.2	Fair	19c
No. 2		//	////	///					
		2×4=8	5×3=15	3×2=6		29	2.9	Fair	25c
No. 3	////	////	/						
	4×5=20	5×4=20	1×3=3			43	4.3	Good	24c
No. 4	/	////	///						
	1×5=5	5×4=20	4×3=12			37	3.7	Good	25c
No. 5			////	///	///				
			4×3=12	3×2=6	3×1=3	21	2.1	Poor	17c
No. 6		/	//	///	///				
		1×4=4	2×3=6	4×2=8	3×1=3	21	2.1	Poor	23c

By way of summary: choose one kind of food for the first test; do not use more than six brands in any one test; for the brand names substitute code numbers; have at least ten participants, more if possible; let nobody besides the rater and the recorder be present while tasting; rate flavor as "Excellent,"

"Good," "Fair," "Poor," "Very poor," and average the various observers' ratings by using the numerical values assigned. Express final ratings in descriptive terms—and please send us a copy of your results!

MATHILDE C. HADER

What Goes into Pork Sausage Besides Pork

PORK SAUSAGE, so popular in cold weather, is almost always adulterated. The manufacturers of pork sausage are so accustomed to adding cereals, egg-albumin, preservatives, and tap-water that they resent the idea that there is anything wrong in doing it. The government itself allows 2 percent of potato-starch or cornmeal "cereal" to be added. The trade practice does not stop at 2 percent. Partly because the public is ignorant of its rights and partly because the board of health inspectors are, as a rule, hampered by lack of training and bound by politics, meat and meat products have had little supervision. This is especially true *within* the separate states. There is some regulation of interstate shipment of meats, but much of it is unregulated. Pork sausages offer an excellent opportunity for the manufacturer to cheat. They also offer a good opportunity for you to see how and to what extent the sausage-maker "gets away with it."

Pork sausage adulteration has been a safe racket. The price of pork (to the sausage industry) varies from as little as a fraction of a cent a pound to as much as three cents a pound with generous proportions of fat included. The meat industry sells the ears, lips, snouts, cheeks, and other ordinarily inedible portions of the hog to the sausage-makers for these low prices. Although the purse is not literally made from the sow's ear, the ear helps handsomely to fill the purse of the sausage-maker. The pork-scrap is put through a grinder and mixed with cereal. The cereal is usually the cheapest that can be bought, and of course its quality is ignored.

Water is added and the mixture is rammed into casings which are usually purchased from the large meat-packing companies. The formulas so zealously guarded by the pork-sausage trade consist of the amounts of cereal and water per batch of sausage which the manufacturer can get away with and still sell his product. I do not mean "get away with" legally—that is no problem—but how much water and cereal people will buy at meat prices without complaining, or how long before, in revolt, they will stop buying altogether. The cost of raw materials is from 1 to 3 cents a pound; the labor cost of stuffing is negligible; there is in addition a low overhead of 2 or 3 cents a pound; and the manufacturer gets from 15 to 22 cents a pound. You pay at retail from 18 to 35 cents, depending upon where you live and how much you are willing to pay. The price you pay has no bearing on quality.

What should you get when you buy sausage? You are entitled to clean, fresh, reasonably lean pork. The casings should be clean and of good quality. The chemical analysis of pork sausage should show not over 45 percent fat, not much over 45 percent moisture, between 10 and 15 percent protein and *no cereals or preservatives*. But these standards are flagrantly disregarded. Four times out of five you get from 5 to 10 percent of cereal and from 5 to 15 percent of added water. You may get as high as 20 percent added water. The pork sausage manufacturers declare that they cannot stuff the pork and cereal into the casings without adding a considerable amount of water. But it has been noted that

under the watchful eye of a conscientious government inspector the casings seem to fill very well indeed without the added water that adds such handsome profit to the business of pork packing. The manufacturer says, and you are expected to believe, "You know, pork sausage tends to dry out."

It is difficult for the smaller purchaser to get unadulterated pork sausage. How can the purchaser protect himself? Up to 1928 the chemist knew of no certain way to determine the exact amount of water added to pork sausage. Sigler¹ published that year the results of some ingenious research and showed the way whereby a chemist accustomed to doing protein, fat, and ash determinations could, with certainty, tell how much water was added to sausages. While the method is available for anyone, the actual tests must be made in a well-equipped laboratory and by a trained worker. The cost of testing a sample runs from \$25 to \$50. Civic groups could arrange to have the work done by a reliable laboratory. You might ask the city or county chemist to do the analysis—though I'll guarantee he will give you some plausible reason why he cannot. You can complain to the local Board of Health where you will no doubt get what is known as a "run-around." You might try telling the butcher you'll buy more sausage if you see regularly dated certificates of analysis from a recognized chemist. Butchers are sensitive to customers' wishes, especially just at this time when a surprisingly strong resistance is developing to rapidly rising wholesale and retail prices for meat. As a final gesture, you could find out who manufactures the pork sausages and call him up and ask him for the analysis of his and some of his competitors' products. You won't get the analyses, but you may get a little less tap-water for the money you pay for pork sausage for a time.

There is some hope that reputable sausage manufacturers may furnish information as to just what parts of the pig go into the sausage, whether cereal is added and how much, also the information that there is no added water, and some degree of assurance that the analysis is constant. This hope is vain unless there is "purchaser pressure." It is probably better to buy sausages by brand; write the manufacturer and ask him specifically just how (in terms of physical and chemical specifications) his brands are superior to others marketed.

"Absolutely pure" ingredients is an ambiguous claim. It probably means pure eyelids, pure farina, and pure tap-water. A letter asking for the analysis and inquiring whether anyone may visit the plant is likely to give the manufacturer cause for thought. Several such letters may achieve some results. Get your friends to help you or better still get some organized group interested in the project, a good thing for consumers to work at. Ask your high school or college teacher of chemistry to help out with the tests for added starch and excess water. That would be turning chemistry to useful and important service.

CLARENCE W. WINCHELL

¹ Percy A. Sigler, *Journal of Association of Official Agricultural Chemists*, Vol. II, page 112.

Massed Attack on CR Rumored

AS THIS BULLETIN goes to press, we learn from a reliable source that a publicity man, who refused to reveal his connections or backing, is calling on manufacturers to induce them to join an enterprise which he claims has large financial support. His avowed aim was to persuade three or four hundred manufacturers to bring suit simultaneously against CR in order to ruin this organization by the great legal expense involved. ¶ A similar proposal was made some years ago when one of the largest advertising agencies in the country tried to get three or four important clients whose products were commented on—in some cases favorably, in some cases unfavorably—in CR's Handbooks, to bring suit simultaneously. The whole plan was gone over, according to our informant, by a leading New York attorney, who advised the conspirators finally that they would be well advised not to sue. We hope that the legal advice given by the lawyers associated with the publicity man already referred to will be as sound.

Electric Heating Pads Are Dangerous

A FEW OF OUR subscribers have accused us from time to time of crying "Wolf! Wolf!" when there was no wolf. We quote the following from a subscriber's letter which came in shortly after our report on electric heating pads was issued in our confidential *Bulletin*, November, 1934.

I have been very much interested in your discussions of various electrical products, particularly for the home. Yesterday, I read your latest discussion of heating pads. I would like to add the following information.

When my second baby was born, she was laid on an electrical heating pad with a blanket between, under the doctor's orders. She only stayed there about 10 minutes, but developed a very serious burn, which was about two months in healing, and she will always be scarred. The doctor never admitted it was a burn, but since I had been the one who put her there and removed her, from observing the effects, I know that it was a burn. This particular heating pad is now 10 years old and the incident occurred 9 years ago, but I have never permitted the use of the heating pad since that time, except under careful observation.

An actual test of the temperature developed by this heating pad showed that certain parts of the pad became very much hotter than other parts. By shifting the thermometer around to read the hot spot temperature, I found that these temperatures reached 175°F on high, 183°F on medium, and 162°F on low. All of these temperatures are above the maximum allowed temperature of 150°F, and it is interesting that the temperature marked medium is higher than the high temperature. This heating pad is a "Manning-Bowman." It operates successfully, except for the high temperature, and the thermostats do not give radio interference.

I have also heard, second hand, of two instances of serious burns in hospitals, from the use of electric heating pads. My personal opinion is that they are dangerous devices and should not be used in the average home.—A SUBSCRIBER

Food Mixers

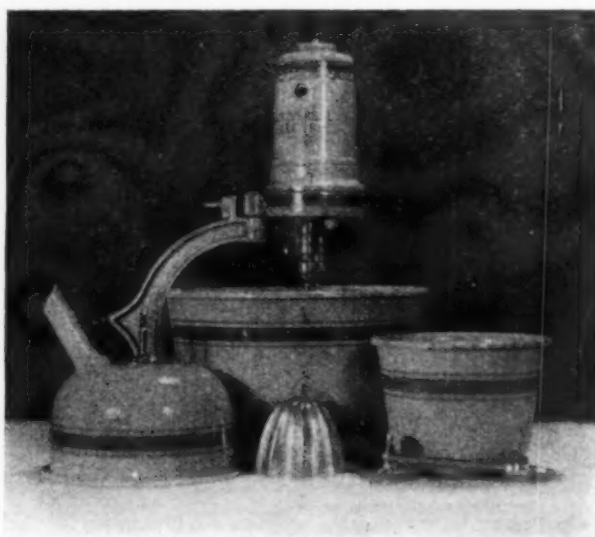
CR Tests of Seven Makes of Electric Mixers Show that None Can Be Given an A Recommendation

THE MAJORITY of those women who read the women's magazines regularly and attend cooking "schools" and demonstration classes have undoubtedly at one time or another yearned for a fully electrified kitchen, complete with all possible labor-saving devices. No such kitchen would be complete without an electric food mixer, the more elaborate the better. This appliance, according to one manufacturer, is indeed a wonderful machine. He states that his mixer (the *Sunbeam Mix-master*) "... not only takes all the wearisome, monotonous mixing, mashing, whipping, beating, etc., off your hands but has the practical, safe, EASY-TO-USE, inexpensive attachments that chop, grind, slice, shred, purée and sieve, shell peas, peel potatoes, extract fruit juice, grind coffee, sharpen knives, open cans, polish silver, etc., etc."

The price is stated to be "only \$18.25 as shown," but the illustration does not reveal any of the attachments touted in the advertisement part of which is reproduced above; and it is found upon investigation that these marvelous devices are not included in the price of only \$18.25, but are extra, and cost up to \$6.75 each. This is a common trick of manufacturers and dealers, employed to entice the prospective customer into the store where, usually, she falls an easy victim to a high-pressure salesman who is especially trained to make each prospect buy a larger or more "complete" appliance than she had planned to—to the great disadvantage, subsequently, of her budget for food, clothing, travel, or education.

It is our opinion that an electric food mixer is not a desirable addition to the kitchen of a small household, and there are undoubtedly many small families who, after having purchased one and used it a few times, have relegated it to the back of the closet, never to be used again, simply because of the nuisance involved in setting it up, changing the attachments, cleansing after use, and keeping it in satisfactory running order. This naturally does not apply to large homes, boarding houses, or hotels, where the mixer can be set up as a permanent fixture, receiving continuous use and regular care and servicing.

Many of our subscribers, however, with less knowledge of the limitations of these appliances, do not concur with our opinion that food mixers are not to be recommended for the small household; and because of the numerous requests we have received for information on these appliances,



Universal

CR has made a second test of the leading makes.

In the previous tests made for CR (reported in *General Bulletin*, September, 1931, and *Handbook of Buying*, March, 1932) none of the food mixers was considered good enough to warrant our recommendation. Of the seven mixers tested at that time only two, the *STAR-Rite MAGIC MAID* and the *Universal*, were still being manufactured when our second test was undertaken. These and five other well-known, nationally distributed makes were therefore purchased and given these tests:

(1) A practical performance test in which each mixer was subjected to the actual operation of preparing "refrigerator cookies," whipped cream, malted milk, and also extracting orange juice. The time required for the above operations, the quality of the product, and ease and convenience of operation were carefully noted.

(2) The mixers were subjected to an endurance test consisting of five-minute running periods with fifteen-minute "off" periods between, until a total running time of 250 hours was reached, or until the mixer failed before operating for 250 hours.

(3) Current consumption and speed of motor were measured.

(4) A critical engineering examination was made of the most important features of design and construction.

(5) Insulation tests were made to determine the ability of the wire covering and all insulating materials to withstand a high voltage and prevent a leakage of electric current which would result in a potential shock hazard.

With all electrical appliances, the insulation test should be regarded as one of the most important tests of all; more important, in fact, than the ability of the appliance (whether it be an electric flat iron, food mixer, etc.) to perform the mechanical function for which it is intended. In this connection we would bring to the attention of our subscribers the following, which appeared in the *New York Times*, November 15, 1934:

The number of accidents due to electricity, particularly those caused by contact with low-voltage circuits, is rising, Dr. W. B. Kouwenhoven, Professor of Electrical Engineering at Johns Hopkins University, said ... at a meeting of the New York Electrical Society. ...

Such accidents cause an average of one death for each 100,000 persons each year, Dr. Kouwenhoven asserted. The above estimate should be regarded as extremely conservative, judging by the number of fatalities recorded in CR's files.

The hazard is a serious one since the majority of domestic electric appliances operate on low voltage circuits. According to *Science News Letter*, December 1, 1934:

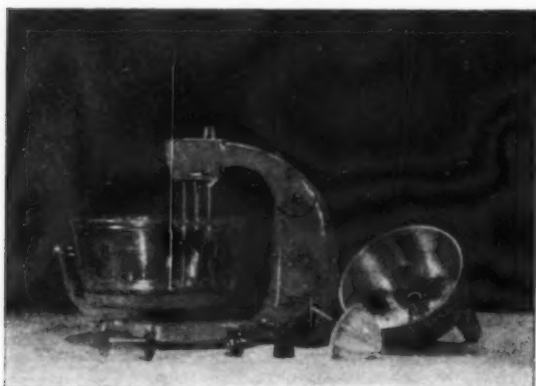
A shock from a low voltage current is much more dangerous than a shock from a high voltage wire because it is more likely to cause a peculiar condition of the heart known as fibrillation.

All but two of the mixers tested showed excessive current leakage (loss or flow of current through insulation to the frame, to exposed metal parts, etc.). This may be partly attributed to the use of condensers in the motor circuit to reduce radio interference.

The method employed to ensure against the gear lubricant's dripping into food was found to be adequate for all mixers.

In general it can be said that these mixers have been substantially improved over the models previously tested for CR; but because of the shock hazard present in some, and the fact that the mixers free from this objectionable characteristic attained only moderate efficiency in the main operation of mixing, none rated higher than *B. Intermediate*.

The General Electric mixer had the highest efficiency in mixing operations, because of an excep-



General Electric Hotpoint

tionally powerful motor and unusually large beaters. However, its leakage current exceeded that which is considered to be the maximum safe limit. The maximum cost of operation of this mixer would be approximately two cents per hour (assuming electricity at seven cents per kilowatt-hour).

The Dormeyer mixer came equipped with a so-called "Hot Stove" stand and four-minute timer, to be used on a hot stove when the mixer was employed for making cake icing. The practice of using any electric food mixer on a gas burner or stove



Hamilton Beach Model B

is definitely not to be recommended. The rubber-covered cord (used on all the models tested) may come into contact with the flame or a hot surface of the stove, and a short circuit or considerably increased shock hazard might easily result.

The advertising of a recent model, "C," of the *Hamilton Beach* mixer, placed on the market since CR tests were made, states: "Here is a mixer with great reserve power. More than perhaps will ever be needed." It is claimed to have 57 percent more power than the model tested, but the Model B *Hamilton Beach* mixer tested by CR and now displaced by Model C already had ample power to perform its function. Accordingly, we judge that the power companies (and magazines, including *Good Housekeeping*, which advertise the new model) will be the chief beneficiaries of this "improvement." This tendency toward extra emphasis upon power available is perhaps not dissimilar to that of automobile manufacturers who, seizing upon the alluring sales point of powerful motors and tremendous acceleration, have as little interest as one could imagine in making their cars frugal in the use of the gasoline which you, the consumer, will buy.

The following listings are all as of 1934, based on tests made for Consumers' Research.

B. Intermediate

Universal, Cat. No. 782 (Landers, Frary & Clark, New Britain, Conn.) \$19.50. The price includes one set of two separate interlocking beaters and one mixing tool, three metal enamel bowls (one with spout for use with juice extractor), a metal reamer, and a turntable for supporting and revolving the mixing bowls. This is one of the two brands which met the electrical insulation requirements. Performance fair in making "refrigerator cookies." Beaters rather small, causing batter to be deposited above beaters on sides of bowl, necessitating assistance from the operator in handling the batter. Juicing operation difficult: the juicing bowl is so deep and small in diameter that oranges cannot be grasped correctly; the wrist of the operator easily tires after a few oranges have been juiced.¹ Whips cream satisfactorily. This appliance completed the endurance test without difficulty.

¹ Judgment of the juicing operation is only comparative for the electric juicers included in this test. CR does not recommend electric fruit juicers. See *General Bulletin*, Jan., 1934, 25c.

C. Not Recommended

Hamilton Beach, Model B (Hamilton Beach Mfg. Co., Racine, Wis.) \$21.50, which includes one set of interlocking beaters and a mixing tool, three translucent glass bowls (one with spout for use in juice extraction), one composition reamer, aluminum sieve, and stamped metal turntable. This mixer was one of the two brands which met electrical insulation requirements. Failed to complete 250 hour endurance test, failing at the end of 202 hours because of wearing down of motor brushes. Performance in mixing "refrigerator cookies" fair. Beaters rather small, causing batter to be deposited above beating plane in same manner as with *Universal* described above. Juicing operation not entirely satisfactory; pulp clogged strainer after about four oranges had been juiced. Satisfactory in whipping of cream and mixing of malted milk. Approved by Good Housekeeping Institute.

General Electric Hotpoint, Cat. No. 49x390 (General Electric Co., Bridgeport, Conn.) \$22.50, including one set of interlocking beaters and mixing tool, two transparent *Pyrax* mixing bowls and juice extractor bowl, porcelain reamer, oil dropper for use in preparing salad dressings, and stamped metal turntable. Some shock hazard. Performance in mixing "refrigerator cookies" very good. Juicing operation satisfactory. No strainer or spout provided. Whips cream and makes malted milk satisfactorily. Speed range fair although too small difference between medium and high speeds. Motor brushes cannot be replaced without taking motor apart. Completed endurance test without difficulty.



Star-Rite Magic Maid Model D

STAR-Rite MAGIC MAID, Model D (Fitzgerald Mfg. Co., Torrington, Conn.) \$19.95, includes one set of two separate interlocking beaters and one mixing tool, three green opaque glass bowls (one with spout for juice-extracting operation), one porcelain reamer, two stamped metal turntables, a smaller one set within one side of the larger. Turntables equipped with ball bearings. Some shock hazard. Performance fair in making "refrigerator cookies." Beaters are quite small and do not engage sufficient batter, whence mixing operations require assistance from the operator. Batter climbs stems of beaters. Juicing operation satisfactory, but no strainer provided. Whips cream satisfactorily but, because of the small beaters, there is a tendency for cream to thicken at middle before outside is whipped. Mixes malted milk satisfactorily. Completed endurance test without difficulty.

Westinghouse, Style No. 803253 (Westinghouse Electric & Mfg. Co., Springfield, Mass.) \$21.45, includes two interlocking beaters which could be used to-



Westinghouse

gether, or one alone when used as a drink mixer, three translucent ivory glass bowls (one with spout for use with juice extractor), porcelain reamer, aluminum strainer, and stamped metal turntable. Considerable shock hazard. Performance good in mixing "refrigerator cookies." Because of shape of bowl, beaters do not run close enough to sides, resulting in batter depositing on sides out of reach of the beater, and requiring assistance from the operator to obtain good results. Juicing operation not entirely satisfactory; pulp clogs strainer after about four oranges have been juiced. Whips cream satisfactorily. Motor runs hot; switch small and rather hard to move. Completed endurance test after grease was added to gearcase to correct a squeaking noise.

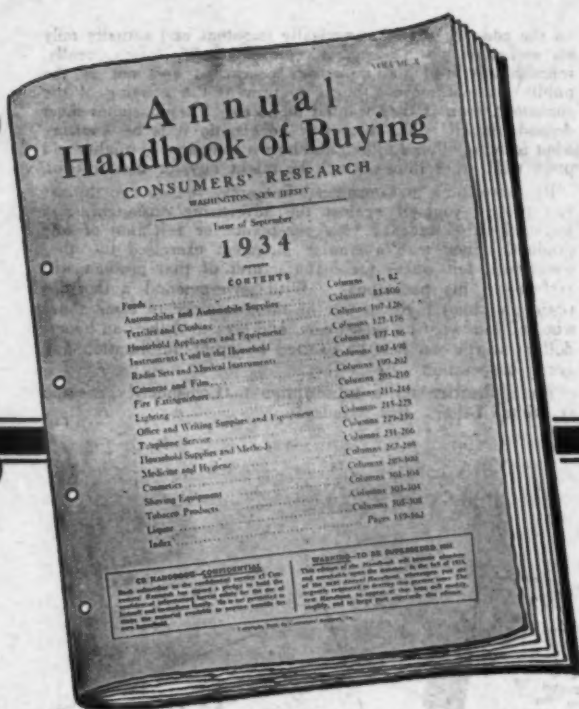
Sunbeam Mixmaster, Model K (Chicago Flexible Shaft Co., 1124 S. Central Ave., Chicago) \$21, includes two interlocking beaters which can be used together or one only as a drink mixer, two translucent green glass bowls (one with spout for use with juice extractor), porcelain reamer, strainer, oil dropper, and stamped metal turntable. Excessive shock hazard. Performance fair in mixing "refrigerator cookies." Motor seems to have adequate power for this operation, but beaters are rounded and rather small so that batter deposits above beaters on side of bowl, requiring assistance from the operator. Performance satisfactory in juicing operation and whipping cream. Beaters rather difficult to remove when greasy after a mixing operation. Completed endurance test without difficulty. Marking on switch considered not clear enough. Approved by Good Housekeeping Institute.



Sunbeam Mixmaster Model K







Now—this 162-page book— with your subscription to **CONSUMERS' RESEARCH**

This Annual Handbook is a guide to accurate and unbiased information about most of the articles which you and your family use in living. Like all Consumers' Research Handbooks, it names specific brands, listing them as *Recommended*, *Intermediate*, or *Not Recommended*, usually with the reasons for such classification briefly stated. It is intended to be of daily practical use to the consumer—to save him time in looking up the references in which he is interested as well as in saving him money when he has decided to buy. *It is issued only to subscribers, and is not sold or separately obtainable in any other way.*

THE "Handbook of Buying" is not merely a compilation of the material in previous, individual confidential handbooks. In some respects it is a condensation; some material, either obsolete or relatively limited in interest, has been omitted. But much new and important material has been added, based on tests made since the last handbook dealing with each subject.

Like previous Confidential Handbooks, the *Annual Handbook* evaluates specific brands on the basis of laboratory tests and impartial investigation. Consumers' Research (unlike the so-called "household institutes" of magazines) has no advertisers to placate; it serves no manufacturers or trade associations but only its consumer-subscribers.

How much wool is there in a "100% pure wool" or "part-wool" blanket? Is ice or mechanical refrigeration really cheaper? What is the lowest price at which you can get an alarm clock that will keep time? Which is the best inexpensive microscope? How can you cut your light bill by proper choice of bulbs? How quickly does coffee lose its flavor—and is there special merit in so-called "dated" coffees? The "Handbook of Buying" answers such questions as these, explicitly and authoritatively.

BEGINNING October, 1934, the confidential service and *General Bulletin* has been combined in a single subscription. The subscription rate is \$3 per year (Canada and foreign \$3.50). The new service consists of an annual cumulative *Handbook of Buying* in September, and a series of confidential bulletins and *General Bulletins* (there will be four of the last named appearing at three-month intervals) issued monthly during the period October through June (no issues in July or August).

The *Handbook of Buying*, 1934 issue, is now ready and will be sent promptly on receipt of your subscription to Consumers' Research combined service. Use the application blank on the next page.

You may, possibly, not know that "knee action" is not an unmitigated blessing. The *Handbook* considers the advantages and disadvantages of the new "improvements" made in 1934 automobiles and gives ratings of all of the important makes of cars. It tells you the meaning of the U. S. grades for foods—"Fancy," "Extra-Standard," "Choice," "Standard," and "Sub-Standard." It tells you how one brand of cocoa contains 15 times even the high Government tolerance for poisonous lead content. It recommends seven brands of cod liver oil, but questions several new forms of artificial Vitamin D suppliers now popular even with physicians. One of the most expensive razor blades on the market is the worst in quality; the *Handbook* names it and tells how to get better results from cheaper blades. It rates the value, or lack of value, of widely used antiseptics including tincture of iodine, *Mercurochrome*, *Zonite*, etc. For the first time, also, the *Handbook* contains a section on liquor, giving a chemist's analysis of 39 advertised brands. It presents tangibly the little recognized but actually widespread danger to the user, of *low-voltage shocks* (often fatal), from defective lighting fixtures and cheap electric irons, toasters, heating pads, etc.

CONSUMERS' RESEARCH, Inc.

Washington, New Jersey

Consumers' Research Protects the Consumer

With such questions, of vital importance to the health and pocketbook of the consumer, the work of Consumers' Research deals. Without such advice to guide him, the consumer is today completely at the mercy of the profit system. The odds against him are well-nigh overwhelming. He cannot open a newspaper, listen to the radio, ride in a street car without having the biased and exaggerated (and in 90% of the cases, deliberately misleading) claims of advertisers impacted against his ears and eyes. There is no legislative guard against such fraudulent advertising. There is no protection against the one-sided sales talk of clerks in stores. Federal, State, and Local authorities give him the most inadequate protection even against false and misleading packaging and labeling.

Today, with manufacturers joining with the United States Government under the N. R. A. deliberately to raise prices for the benefit of stockholders, the danger to the consumer's pocketbook increases at every point. The consumer's "representation"

on the code boards is numerically impotent and actually only an insincere gesture—such "representatives" (often, really, representatives of the industries concerned and not of the public) cannot move a finger to prevent the gouging of the consumer, even if they wanted to do so. The consumer must defend himself! The best way he can do it is by *knowing* what is being offered to him and how it compares in quality and price with other things which he might buy, or use, instead.

By subscribing to Consumers' Research, you do two things: you protect yourself against the advertising onslaught, and you make the force of your acceptance or rejection of any product, joined with a similar judgment exercised by other consumers, felt where the manufacturer of that product will feel it—in his pocketbook. With governmental authorities timid and biased, the power of the consumer to force those who sell him what he eats, wears, and uses to deliver an honest dollar's worth can best be exerted by group information and group cooperation.

An application for a subscription to Consumers' Research is printed below. Use it today!

In addition to its specific recommendations, the *HANDBOOK* discusses general questions relating to health, medicine and hygiene, drugs, and diet. Two short excerpts are shown at the right.

DIET

CR believes strongly that it is uneconomical, and often dangerous to the health, to use foods with nutritional elements artificially introduced to replace the mineral and vitamin elements after they have been removed in the refining or processing of which many foods are now subjected. "Putting things back" or into foods is as uncertain and unsafe a practice as taking them out in the first place (usually done on an absolutely irrational basis)—to improve keeping qualities or increase whiteness, smoothness, or "attractiveness." CR also objects to the substitution of treated foods for foods which are naturally rich in the necessary food elements, but which have been left out of the diet. We believe that a diet composed in the main of natural foods in good proportion is the best—and far superior to one which favors irradiated cereals, corn syrup, irradiated milk, iodized salt, and the like, supplemented with yeast cakes and vitaminized cough drops, cod liver oil, —, and tonics.

LAXATIVES

Excessive use of raw fruits and vegetables and other "rough" foodstuffs, such as bran, is undoubtedly responsible for the increasing prevalence of the spastic type of constipation—often among people entirely unaware of the exact nature of their coming. Chilled foods, which are and the excessive and greater use, increase the tendency of ice water and should be avoided. The emptying of the intestines by means of a drug does not cure constipation. Indeed, it is clear that over a period of time tends to increase rather than diminish the tendency to constipation, and the persons may produce results as disastrous as the original complaint.

USE APPLICATION FORM BELOW

CONSUMERS' RESEARCH, INC., WASHINGTON, NEW JERSEY

Check ☐ I enclose \$3 (Canada and foreign One ☐ \$3.50) for the COMBINED SERVICE.

☐ I enclose \$1 (Canada and foreign \$1.50) for the General Bulletin only.*

I request that I be furnished, during the time for which I continue my subscription, with the Annual Handbooks, the Confidential Bulletins, the General Bulletins, and with such other information or publications as Consumers' Research, Inc., may supply regularly to all subscribers. I agree to keep in confidence this information and any additional CR material that I may order or request, except where the material is otherwise designated. I agree to regard all such confidential information as the exclusive property of CR.

Signature _____

(Please write plainly, in longhand)

Permanent Address _____

Street

City

State

My profession or business is _____

Each subscriber must state the organization with which he is connected and his position therein.

* Confidential pledge is not required of subscribers to General Bulletin only.

XB

Partners in Plunder

Business and the Business-State

Special Edition for CR Subscribers, \$1.15 prepaid

Partners in Plunder is not, like most discussions of fascism, a merely theoretical, statistical, or philosophic book. It is packed with concrete material, presented with such detail and relevance that its case is made unmistakably clear, and the menacing danger of the trends it exhibits all too obvious.

The chapter titles of this book indicate the nature of the method and the materials it contains. They are as follows:

- I. Profit Is Pirate King. (profit and racketeering)
- II. The Rococo Front of Business. (advertising)
- III. High Pressure—Low Resistance. (some general and specific sales tactics)
- IV. Gadgetry: A Century of Mechanical Comedy. (sales by novelty and motion)
- V. Confederates of Screen, Stadium and Salon. (testimonials)
- VI. Science Lends a Hand. (pseudo science in salesmanship)
- VII. Counterfeiters of What Our Money Buys. (adulteration, etc.)
- VIII. AAA-1 Extra Fancy. (misbranded goods or confusing grades and qualities)
- IX. What's in a Name? (making the consumer brand-conscious)
- X. The Junk Heap's the Thing! (obsolescence for profit's sake)
- XI. A Brisk Trade in Poisons. (some grave hazards in consuming)
- XII. Druggéd Individualism. (doctors and druggists are business men too!)
- XIII. Cycle or Whirlpool. (where profit leads)
- XIV. The Survival of the Misfittest. (what the business drive is *really* like)
- XV. Unrest in Lilliputia. (dangers of weak and misguided protest)
- XVI. The Capitalist Whom Prosperity Forgot. (gypping the farmers and consumers)
- XVII. American Scapegoats. (business sins realistically and repents vicariously)
- XVIII. He Who Does Not Own Shall Not Eat.
- XIX. Under the Shadow of Gompers. (organized labor as a business institution)
- XX. The Business State. (N.R.A., etc.)
- XXI. Defense of the System by Idea-Control.
- XXII. Defense of the Business State by Guns.
- XXIII. Does American Business Need Fascism? (the state of profits is held to be the only consideration)

CONVENIENT ORDER BLANK

Consumers' Research, Inc.
Washington, N. J.

Gentlemen:

Enclosed please find \$1.15 in check or money order for which send me, fully prepaid, one copy of the special CR edition of *Partners in Plunder*, by J. B. Matthews and R. E. Shallcross. I am a subscriber to Consumers' Research combined service or *General Bulletin*. (Please cross out the one which does not apply.)

Name _____ Street _____

City _____ State _____







Dormeyer De Luxe Royal

Dormeyer De Luxe Royal (A. F. Dormeyer Mfg. Co., 2640 Greenview Ave., Chicago) \$17.65, includes one set of interlocking beaters and a mixing tool, three translucent green glass bowls (one with spout for juice extractor), porcelain reamer, stamped metal turntable, and special stand with 4 min timer (used for cake icings) for use on the stove. Some shock hazard. Performance very poor in mixing "refrigerator cookies." Beaters do not reach to bottom of bowl and are not shaped to conform to side of bowl; thus batter deposits on bottom and on sides of bowl and is not mixed (beaters revolve at such a rate that flour is thrown out of mixing bowl). This mixer failed before tests on orange juice, whipping cream, and mixing malted milk could be performed, because of the brushes' wearing down to the springs after operating for only 90 hours. Brushes are so located that mixer must be taken apart in order to replace them. Design and workmanship poor. Easily the poorest mixer tested, yet it also is approved by Good Housekeeping Institute.

Business Cultivates Consumers

THE TERM "CONSUMER" continues to have a magic appeal for business. We called subscribers' attention in the *General Bulletin* for January, 1934, to the fact that General Motors was misleadingly operating its sales research under the name of "Customer Research," sometimes referred to as "Consumer Research." Not long ago a subscriber sent a form letter from a department of the *Retail Ledger*, Philadelphia, handling survey and statistical work, which was using the title "Consumers' Research Bureau." When our counsel pointed out that their letterhead might lead some to confuse their bureau with Consumers' Research, they obligingly promised to change the name to "Trade Research Bureau," a name which far more accurately describes the activities conducted by their department than the term "Consumers' Research."

The Scott Paper Company, too, has found it advisable to cultivate consumers. CR subscribers will remember the interesting exposé of the Scott pseudo-scientific advertising reprinted from the *Journal of the American Medical Association* of July 16, 1932.¹ This article brought out the fact that although the advertisements of *Scot Tissue* claimed that "medical science recently proved in a hospital laboratory" that two-thirds of the toilet

papers on the market were "unfit to use," Dr. John A. Killian, Director of Department of Biochemistry of the New York Post-Graduate Medical School and Hospital under whose guidance the scientific work was supposedly done, failed to answer four simple questions put to him by the American Medical Association about his work on the subject. After several letters to the Scott Paper Company, the A.M.A. was honored by a visit from a representative of the J. Walter Thompson Company, which handled the advertising campaign, who admitted that the advertising was exaggerated; in fact, he ventured the opinion "that if advertising was 70 per cent accurate, it was considered quite honest copy—otherwise, it would lack the necessary emotional appeal." (Page Mr. Kobak and his assurance that only a trifling proportion of advertising is objectionable or misleading.)

Now, according to a recent publicity release, the Scott Paper Company has "put the consumer on [its] payroll" and has added to its set-up the "Department of Consumer Representatives." (CR subscribers are warned against confusing this department with the governmental Department of the Consumer advocated by Consumers' Research.) The personnel of the Scott Paper Company's Department of Consumer Representatives, according to their report, is made up of men and women who represent the viewpoint and interests of the consumer. Their duties are to determine just what consumers want in tissue towels and toilet tissue by door-to-door interviews which are supplemented by interviews with doctors, hospitals, dealers, and distributors. All this, says Mr. Tomlinson, the advertising manager, is to make certain "that the most complete understanding of the consumer's interests may be gained." Their second function is to inspect the Scott Products. The third duty of the "consumer representatives" is to sell the consumer's point of view on quality to the workers in the plant. "Consumer Representatives" sounds to us very much like a new name for the old-fashioned market surveys and factory lookers-around (even advertising men often visit the factory in order to stimulate their copy-writing imagination). Then there seems to be an added function of delivering pep talks to the factory workers.

The Kotex Company, also, has judged it profitable to recognize the consumer in the form of a Consumers' Testing Board, which, according to its booklet, consists of 600 women and girls from almost every state, ranging in age from 12 to 48. By means of this testing board Kotex was able to develop what it considers an important contribution to the science of its field. (See page 17.)

It is interesting to discover that manufacturers are beginning to realize that some kind of gesture toward recognizing the importance of consumers is necessary. With all these attentions being paid them, some consumers may sit up and take pride in their importance; but the stern realists among them should realize that it is their pride and not their intelligence to which all such gestures are appealing. Consumer researches done by business men are not consumers' research the way we—and our readers—mean the phrase.

¹ Additional copies available at 10c.

Winter Lubricating Oils Tested

MODERN HIGH-COMPRESSION engines with their close-fitting parts are giving automobile owners an increasing amount of starting trouble during the winter months. It has at last been recognized by the trade that most of the so-called light (thin) oils, such as S.A.E.¹ 10 and S.A.E. 20, do not provide a satisfactory solution of the problem, and accordingly two new oils are now beginning to appear on the market. They are known as 10-W and 20-W oils and are to replace the former S.A.E. 10 and S.A.E. 20 oils. According to an article in *Automotive Industries* (March 17, 1934), tests have shown that these new winter lubricants will provide adequate lubrication under severe driving conditions. The *S.A.E. Journal* for November, 1933, carried an announcement of these new grades, which may be of further assistance to our subscribers. We quote:

S.A.E. 30 oil is recommended as heretofore for use during the summer months and in territories where the minimum temperature does not fall below 32 deg. fahr. The new 20-W oil is recommended for use in territories where the minimum temperature at which the engine is to be started will be below 32 deg. fahr., but where the minimum temperature does not fall below 0 deg. fahr. For territories where the minimum temperature at which the engine is to be started is below zero, but is not below 15 deg. below zero, the new 10-W is recommended. For temperatures lower than 15 deg. below zero 10-W should be diluted with 10 per cent kerosene.

It was to be hoped that the qualities of these new oils were such as to eliminate winter starting troubles and the continuous and severe drain on the storage battery which leaves many an automobile owner helpless on frigid mornings because his battery is unable to turn his engine over or turn it over long enough or fast enough to get it started. Some of the new 10-W and 20-W grades of oils included in this test will no doubt reduce starting difficulties and give adequate lubrication, but our recent analysis of these new winter oils showed with respect to some no essential improvement over the old S.A.E. 10 and S.A.E. 20 oils. In fact, a few of the "new" oils failed to come up to the usual standards set for automobile lubricating oils.

The amount of the change of viscosity or fluidity with temperature is considered, as in previous ratings, to be the most important characteristic of an oil. The less this change the better. A good lubricating oil will not lose too much in body as its temperature rises, i.e., it will not become too thin at operating temperatures of the engine. Special attention is called to the *Uniflo* oil listed below. This oil had the viscosity of S.A.E. 10 oil at subzero temperatures, while at operating temperatures it maintained the viscosity characteristic of S.A.E. 30 oil—both desirable properties for a winter oil. It is not yet known whether the special properties

of *Uniflo* oil are accompanied by any other characteristics that may be disadvantageous in use, either to the condition or performance of the engine, or in other ways. It should be remembered that consumption of both oil and gasoline goes up rapidly with increase in speed and that the use of lighter oils will further increase oil consumption.

You are again warned against the growing practice of buying oil in cans (particularly the small, relatively expensive quart size used and wasted by oil stations for single-quart deliveries). This uneconomic practice is being pushed vigorously by the Continental Can Company, and soon consumers will have added to their annual oil bill a huge extra expense for tin cans. Continental have *already* done very well by their dividend account because consumers think that cans don't cost anything, or much. The argument that you are protected by this practice against "inferior oils" is pure hokum. There is no evidence that such canned oils are markedly superior in the first place, and if they were, such cans might easily be refilled with a low-grade product and sold as a "well-known [i.e., high-priced] brand." Buy your oil in 2 to 50 gallon lots, obtaining one of the brands recommended here or in the *Annual Handbook of Buying*, September, 1934, columns 99-102. But note particularly that the latest report on winter oils in the present bulletin is not a duplication of our previous summarized report in the *Annual Handbook of Buying*. The former studies were limited in the main to S.A.E. 30 oils, while the following are S.A.E. 10 and 20, and 10-W and 20-W oils. It is to be noted that variations in quality of the same brand from year to year or between different S.A.E. oils of the same brand are not uncommon. Prices given are per gallon of oil.

A. Recommended

- Cross-Country* (Sears, Roebuck & Co.) 51c S.A.E. 20. Viscosity somewhat high for S.A.E. 20 oil. Change in viscosity with temperature better (less) than average. 2
- Riverside* (Montgomery Ward & Co.) 54c S.A.E. 20. Change in viscosity with temperature better (less) than average. 2
- Gulf Pride* (Gulf Refining Co., Gulf Bldg., Pittsburgh, Pa.) \$1. S.A.E. 20. Change in viscosity with temperature about average. 3
- Amoco* (American Oil Co., American Bldg., Baltimore, Md.) \$1. S.A.E. 20. Change in viscosity with temperature about average. Two samples purchased from different sources of supply nearly identical in characteristics tested. 3
- Uniflo* (Pennsylvania Lubricating Co., Pittsburgh, Pa.; distributed by Standard Oil Co. of N.J.) \$1.40. S.A.E. 10-30. Change in viscosity with temperature much better (less) than average; and see special note on this oil in third paragraph of the material preceding the ratings. Very low carbon residue. Sold only in quart and 5-quart cans and expensive. Consumers should insist on its being sold in bulk and cheaper. 3
- Shell-Penn* (Shell Oil Co., 100 Bush St., San Francisco, Calif.) \$1.40. 20-W. Change of viscosity with temperature better (less) than average. Expensive. 3

¹Society of Automotive Engineers.

A. Recommended (contd.)

Shell-Penn (Shell Oil Co.) \$1.40. 10-W. Change of viscosity with temperature somewhat better than average. Two samples purchased from different sources of supply nearly identical in characteristics tested. Expensive. 3

Essolube (Distributed by Standard Oil Co. of N. J.) \$1.20. S.A.E. 20 and 20-W. Viscosity nearly that for S.A.E. 30 oil. 3

B. Intermediate

Cross-Country (Sears, Roebuck & Co.) 51c. 20-W. Viscosity found to be that of S.A.E. 30 oil. Carbon residue high. 2

Shell-Penn (Shell Oil Co.) \$1.40. S.A.E. 20. Change of viscosity with temperature worse (more) than average. Expensive. 3

C. Not Recommended

Longrun (Distributed by Western Auto Supply Co., Kansas City, Mo.) 34c. S.A.E. 20. The most important characteristic of a winter oil, the change in viscosity with temperature, was the worst of the 14 samples tested. 1

Penguin (Distributed by Charles Auto Supply Co., 730 14 St., Washington, D.C.) 34c. S.A.E. 20. Viscosity at operating temperature found to be almost that of S.A.E. 40 oil. Change of viscosity with temperature worse than average. 1

Advertising on the Defensive



(Cover illustration from Mergenthaler prospectus.)

ADVERTISING is obviously on the defensive when it needs such a goodwill campaign to reestablish itself in the good graces of consumers. It certainly looks to us like a case of bad conscience or fear of consumers' rising up at last against exploitation by press and advertiser.

"A cooperative newspaper campaign to defend advertising against its bitterest critics has been proposed by J. T. Mackey of the Mergenthaler Linotype Company, New York. Advertisements, included in a prospectus sent to every newspaper office in the country, are written in non-argumentative style; designed to demonstrate advertising's usefulness to consumers. It is proposed to divide the costs of such a campaign among newspapers and their supply firms. Plans for the campaign were developed by Mr. Mackey in collaboration with Kenyon & Eckhardt, Inc." (*Advertising & Selling*, Oct. 25, 1934.)

The replies of the newspapers to the proposal of the Mergenthaler Linotype Company indicate that the editors and business managers of the nation's press are genuinely alarmed at the steady loss of reader-confidence, and are willing to support almost any kind of campaign that promises to rehabilitate "advertising" in the esteem of increasingly skeptical consumers. By the middle of November, 1068 newspapers had given their answers on the proposed campaign. Only 16 newspapers or 1.5 percent were definitely opposed, leaving 98.5 percent to support the campaign either in toto or with modifications. Of this group, 87.3 percent approved the plan as submitted. "Great idea; will do all we can to cooperate," was the typical reply of the *Reminder*, of Cudahy, Wis. Evidently there is widespread newspaper sentiment to the effect that a strong counter-attack must be made against 100,000,000 *Guinea Pigs* and the work of Consumers' Research.

Subscribers are invited to send in items from local papers which seem inspired by this campaign.

DEPARTMENT OF COMMERCE
BUREAU OF CONSUMER INFORMATION

Sept. 3, 1934.

Arnold Schwinn and Co.
Chicago, Ill.

Dear Sir,

On April 28 I purchased for my daughter one of your "Excelsior" bicycles (26 in. frame) from [redacted], and [redacted] of [redacted] for \$24.75. I deliberately chose a boy's model in order to gain the extra support which the upper bar usually gives.

Within a month it was evident that the materials used in the construction were far from being adequately strong. The fork, both bars, pedals, and rims have been bent and dented in the ordinary use to which the bicycle has been submitted. Finally the rear tire blew out.

I have returned the bicycle to the dealer who says he can do nothing about it except to return it to you. I feel that the purchase price is adequate to cover a bicycle which is better than shoddy merchandise.

Please advise me what you are willing to do regarding this matter.

Yours truly,

[redacted]

When you have sense enough to write us a less insulting letter, we will answer you.

ARNOLD SCHWINN & CO.

Consumers, it would seem, must be content with inferior quality merchandise. Should they presume to enter a just complaint, this must be done with due deference and with apologies for the intrusion.

A High School Student Sees Through Advertising

"Tish, Tish"

(Reprinted by permission from
NEW YORK STATE EDUCATION of May, 1934)

NOT LONG AGO, I had fallen asleep on the divan when suddenly into my tranquillity came startling revelations.

I saw a young girl in school mournfully alone in a corner of the gym. Her constant loneliness was agonizing until an understanding auntie told her gently that she was offending and must use "Lifebuoy" to banish the "B. O." that made people avoid her. Her popularity slightly increased, but alas, she had forgotten to gargle with "Listerine" that morning, so for another whole day the demon, "Halitosis," drove away all who would approach her. Strangely enough she was still unduly unpopular until a compassionate friend invited her to stay over night and incidentally showed her the simple four minute "luxing of under-things."

The next day she set forth with unbounded self-assurance. However the girl lacked the vitality to keep up with the rest even in her newly discovered daintiness. In desperation she rushed to the drug store and refreshed herself with "Nestle's Hot Chocolate." The rush of pep made her leader of her crowd, and the winter became a joyful rush of skating, hiking, and sliding parties. As the lass became increasingly vigorous and popular she began to smile; but as often as she did, a friend turned distastefully away until she *dared* not smile. One day she used her popular brother's tooth-paste, and thus she discovered Colgate's which so enhanced her smile that her associates wondered why they had not "discovered" her before.

It was then that her night life started, but it was to be short-lived. The careless wench had eaten too much chocolate and her skin was broken out. Yeast and none other than "Fleischmann's" saved the

day and those who had shrunk from her pimply face gazed with admiration at the "Camayed" complexion (which won the beauty contest for her after she had delicately rounded her unshapely jaw by chewing "Wrigley's").

Now it seemed that the girl's mother demanded help; and shame for her "dishpan hands" became an obsession with her until she discovered one day that "Ivory Snow" for the dishpan was the economical beauty treatment for the hands, thus killing two birds with one stone. Again, her presence at gala events became the demand, but she had suddenly lost her pep. "Every night she just sat around," impatient with those who begged her to join them. Finally at the urging of her friends she switched to Chase and Sanborn's "dated coffee" and once more became the life of the party. She came near a downfall again by displaying a run in her stocking caused by using cake soap, and only "Lux" made it possible for her to afford beautiful hosiery. Her social life was hard on her and the midnight lunches spoiled her fun by causing indigestion. "Ovaltine" was the faultless remedy for sleepless nights and "Tums" saved her pleasure in the midnight goodies. For a poor working girl, powder was a constant expensive necessity until the discovery of "Ponds" (so much like the French \$3.00 powders for only 55 cents) made her ravishingly beautiful. One day in the lunch room our prodigy heard her name and "imagine, she actually admitted that she has never been kissed." A change to "Palmolive" preserved her "school-girl complexion" and "Tangee" made her lips irresistible!

The sound of steps on the porch awakened me with a start and the overwhelming inferiority complex of an advertisement reader; for I use neither "Lifebuoy" nor "Tangee."

AMY BALLAGH, SENIOR,
RIPLEY HIGH SCHOOL

Sanitary Napkins

IN LINE WITH CR's policy of retesting various products from time to time we have just completed new tests on thirteen brands of sanitary napkins. These tests were designed to permit us to rate the relative absorption capacities of and the relative protection afforded by the various brands. The ratings below may, therefore, be taken as approximately indicative of the relative abilities of the brands tested to perform the function for which they are sold to the consumer. The factor of comfort is necessarily dependent on subjective judgment and, for this reason, does not lend itself to any reliable test or certain classification. We feel, however, that ratings based mainly on absorption ability, such as are given below, will narrow the field considerably and thus make it easier to choose one of the more efficient and economical brands.

No determinations were made of the sanitary condition of the products. Some of the brands were

so carelessly packed as to render useless any control which may have been claimed or maintained in their manufacture. In view of the antiseptic nature of the vaginal secretions the sanitary condition of "sanitary" napkins is believed to be of little consequence except in surgical cases, although it has of course been an effective talking point in selling the product.

Sanitary napkins with fillings consisting in whole or in part of cotton should never be put down toilet drains. Those consisting entirely of a cellulose blotting-paper-like product or cotton fuzz—which will be referred to as cotton cellulose—or similar fiber should be disposed of in this way only when modern plumbing fixtures and piping and strong flushing effect are known to be available. Rubber backing, such as that used in one brand of napkins tested (*Gauzelets*), should be put down the drain only if first separated from the rest of the

pad and cut into small pieces; even with these precautions we cannot advise using this means of disposal as a general practice.

The data on several brands showed wide variations from the results obtained on these same brands in our 1931 test. Some products have improved and others have become less effective, indicating a lack of standards, tests, or manufacturing control in the manufacture of the poorer makes. In spite of the frequent claims made in advertising, there has been, so far as we can judge, no radical or important improvement from the consumer's standpoint in the design, quality, or other characteristics of most of these napkins during the last three years.

The price ratings are based on actual prices paid in stores in New York and New Jersey with the exception of the two mail order brands which were ordered by mail and paid for at the regular catalog price. Unfortunately these price ratings will give only a rough idea of the relative costs for any particular purchaser, on account of the wide variations in the prices of these products from time to time and from locality to locality, although in the last two years their prices seem to have generally decreased. Often the retail druggist will offer sanitary napkins at a reduction in order to attract customers into the store. As the manufacturers of *Veldown* have stated in a letter to a subscriber: "The price of *Veldown* per box is largely governed by the location of the store, local competition, etc. We therefore could not presume to advise you at what price you should be able to purchase *Veldown*."

A. Recommended

Lotus (Sterilek Co., New York City; distributed by F. W. Woolworth) Made of crepe paper with a special waterproofed, yellow colored paper backing. It was considered an undesirable feature that the gauze overlapped on the top of the napkin rather than on the underside. 2

Modess (Modess Corp., 500 Fifth Ave., New York City) Contained cotton cellulose. 2

Gauzels (United Drug Co., 43 Leon, Rox., Boston) Crepe paper with thin rubber backing. As noted above, care must be taken in disposing of the rubber backing; it may easily clog the plumbing. 3

Veldown (Veldown Co., 220 East 42 St., New York City) Cotton cellulose in crepe paper. Unusually good design in that edges, ends, and back were waterproofed, the absorbing material being all in one strip along the center of the top. Highest priced of those tested. 3

B. Intermediate

Venida-Nap (Rieser Co., Inc., 119 W. 40 St., New York City) Contained cotton cellulose. 1

Frens (Frens Corp., Chambersburg, Pa.) Contained cotton cellulose. 2

C. Not Recommended

Cashmere (Distributed by F. W. Woolworth) Filler of crepe paper. 1

Cellu-Ettes (Sears, Roebuck & Co.) Filler of crepe paper. 1

Iris (Distributed by F. W. Woolworth) Filler of crepe paper. 1

Dirie Belle (Acme Cotton Products Co., 245 Fifth Ave., New York City; distributed by F. W. Woolworth)

C. Not Recommended (contd.)

Comes both in cartons and in cellophane bags. Cotton filler in seamless knitted gauze. Judged especially likely to clog plumbing although label carries the statement "Easily disposed of." 2

Firstaid (United Drug Co., Boston; distributed by Liggett Drug Co.) Filler of crepe paper. 2

Kotex Wondersoft (Kotex Co., 180 N. Michigan Ave., Chicago) Crepe paper with a little cotton to soften edges. Judged not to contain enough cotton to make the plumbing-clogging hazard specially serious. 2

Ward's So-Soft (Montgomery Ward & Co.) Filler of crepe paper. 2

"When I use a word," Humpty Dumpty said . . . , "it means just what I choose it to mean."

MR. LASKER, who is the author of the remarkable and imaginative discussion below, ought to define his terms. Quite likely, Mr. Lasker is using the word "free" in some special sense which it will not carry for ordinary readers. Advertising men, as we have noted, are accustomed to give special meanings to many of their terms and thus have the advantage that they can mean one thing and the reader can understand another; or perhaps Mr. Lasker's difficulty is that he has been so busy selling goods that he has not read such books as *The Public Pays*, or *The American Public Mind*, *Your Money's Worth*, or *100,000,000 Guinea Pigs*, or heard of some of the findings of Consumers' Research with respect to the disappearing freedom of the press to discuss the faults of commercial products and the economic habits of the business men who use these products to exploit consumers' income. Such habits are represented, for example, by the invasion of the freedom of teachers and newspapers to tell the truth about power companies, now receiving a new airing by the Federal Trade Commission in its report of a few weeks ago. Or didn't your newspaper print it? Keep an eye on your popular magazines for a month or two to see if they discover this important disclosure. The dates of the Federal Trade Commission's releases are November 22 and November 26, 1934.

The type of American newspaper and magazine that we know is a free press. Through the multiplicity of advertising the press in our generation has become increasingly independent. For, as advertisers multiply each individual advertiser counts for less and less. No advertiser today can influence the editor's fundamental policies. Any editor who might be thus influenced has a publication without influence.

No more vicious calumny has ever been put forth than the suspicion that the press, in any major or important way can be influenced editorially by its advertising patrons. . . .

I speak fact, not fiction. I speak from experience.

I state here that a free press has been able to maintain itself in its freedom from all outside influences, including that of the individual advertiser, largely through total volume of the advertising patronage which it created and deserved. [Italics ours—CR] (Speech by Albert D. Lasker, Chairman of the Board of Lord & Thomas, advertising agency, reported in *Advertising Age*, September 29, 1934.)

CR Ads Turned Down

The Attack on the Consumer's Dollar

How far can you stretch a dollar?

With prices going up, up, up—while incomes generally are moving in the opposite direction—what can you do to make your purchasing dollar go further?

Under the NRA, manufacturers have boosted prices over 25% on the average. The New Deal not only permits this, it deliberately sets out to accomplish this result—for the benefit of the industries concerned.

Whatever you think of this policy, you—as a consumer—should, as a matter of selfish protection, have the facts about the things you buy. The service of *Consumers' Research* provides just the expert, disinterested and accurate information that you need every day.

Protection for the Consumer

Consumers' Research bulletins will tell you, for example, which third-grade gasoline will deliver more mileage per dollar than many premium-price gases; which brands of bread, cocoa, baking powder, flavoring extracts, and soft drinks contain questionable or dangerous ingredients; which electric light bulbs consume least current and have longest life; which packaged and fresh foods contain poisonous arsenic and lead spray residue; which electric toaster, vacuum-cleaner, mechanical refrigerator, electric iron give you most for your money.

Many advertised articles of food and clothing are greatly overpriced, charging you for "sales features" and giving you little in return. Many foods and medicines are definitely harmful to you and your family. Advertisers' claims afford little or no information about products.

Consumers' Research is a non-profit, membership organization of scientists and technical experts who serve the consumer only. Consumers' Research tests hundreds of well known brands of products and passes its findings on to its subscribers in confidential bulletins.

This information is based on scientific tests; never on manufacturers' advertising claims or statements of people who have something to sell.

This service is available to any housewife, private individual, or other consumer anywhere in the United States, for a low, yearly membership fee.

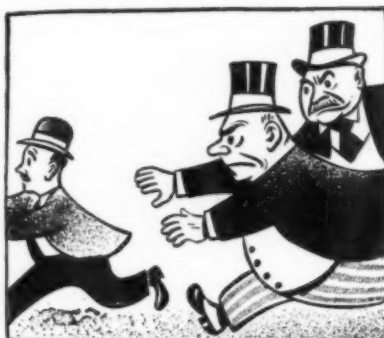
The CR Handbook

A 162-page "Handbook of Buying", listing specific recommendations and condemnations on thousands of products in several dozen fields, is now ready. This book will be sent promptly to all subscribers who join at this time, at no extra cost. For full information, on how you can get it, as well as the regular monthly confidential bulletins, write at once and without obligation to P.O. Box 76



Consumers' Research, Inc.
WASHINGTON • NEW JERSEY

Not Confidential—Consumers' Research



"Get that guy—he's still got a dollar!"

Do they get you, too? Are you sold high-priced gasolines that fail to deliver the promised "extra performance"? Do you pay for water profitably churned into your butter? for ice cream chemically colored and flavored and fluffed with air? for mechanical refrigerators that offer a serious threat to your family's health and safety?

The attack on the consumer's pocketbook can be met only by the consumer, himself, knowing which foods, which drugs, which articles of household use or wearing apparel really give most for the money—and also which ones are sold under fraudulent or misleading claims (the government does not protect you against false advertising)—which ones constitute positive dangers to health.

Consumers' Research

a non-profit, membership organization directed by technicians and scientists, for consumers, offers just such information. For only \$3 a year (\$3.50 in Canada) you can receive, regularly, its confidential bulletins and Annual Handbook of Buying. For your pocketbook's sake, write at least for full information about this service. An eight-page booklet, "Introduction to Consumers' Research" will be sent promptly and without obligation to any bona-fide consumer who writes for it. Address

CONSUMERS' RESEARCH, Box 173, Washington, N. J.

¶ The above is a reproduction of the ad rejected by "Time." See correspondence on opposite page. ¶ To the left is a reproduction of the ad which "News-Week" refused to run for Consumers' Research. Their "explanation" is given in the article beginning on the opposite page.

Time and News-Week Can't Afford to Print CR's Advertising

OUR SUBSCRIPTION list has stood up so well throughout the depression that we have been inclined to hold to the view that advertising in popular journals was a little beneath our dignity, if not a waste of time and money. Every few years, however, after an accumulation of letters from people who say, "I have long been interested in Consumers' Research but have been unable to get any information as to your address, subscription rates, etc. Why don't you advertise?" we feel that perhaps we ought to tell the world how to find the path to our door.

CR subscribers of long standing will remember the account in the May, 1932, *General Bulletin*, of *Time*'s refusal to consider accepting advertising from CR. Although this occurrence was but briefly reported in that *General Bulletin*, and only commented on in the November, 1932, *Confidential Bulletin*, the information was sufficient to deluge *Time* with letters of protest from CR subscribers. Indeed, we have in our files three or four sizable folders containing copies of letters which subscribers wrote to *Time*, and copies of a number of form-letter replies from *Time* to them. For a long time the standard reply from *Time* was, in part:

... With an increasing subscription list, Consumers' Research increased greatly the number of articles which it purports to pass upon. Consumers' Research itself states that in passing on these articles it has to publish private opinions and individual judgments. It is obvious in many cases that it has not established the laboratory and staff necessary to conduct adequate scientific analyses and tests on articles it chooses to recommend or ban. These private opinions and individual judgments often prove wrong. In an investigation of Consumers' Research Handbook, there are numerous instances where articles have been tabooed, based on private opinion, and later recommended on the basis of further scientific investigation.

In declining the advertising tendered by Consumers' Research, *Time* is not saying that Consumers' Research has not in many instances been of help to the consumer. Nor is *Time* undertaking to say that Consumers' Research may not eventually bring the practical application of its idea up to its purpose. The point is that *Time* is not convinced.

But, quite apart from the above, *Time*'s advertising department makes its own decisions. . . .

Later on, another form letter was evolved, from which the following is quoted:

Last summer *Time* answered an enquiry from Consumers' Research as to advertising by saying that it must regretfully decline to accept such advertising "for publication at present." But since that time there have been no further enquiries on the subject; and never was there a regular order for any space. Should we receive another enquiry, we would, of course, go into the subject again.

We hope that your acquaintance with *Time* has convinced you that it is our desire to serve our readers in

an unprejudiced manner, and that the parting of our company may be long postponed.

Still a later form letter from *Time* to protests of CR subscribers brought forth information of which the following is a part:

There seems to be some general misunderstanding about *Time* and Consumers' Research. The facts are these: Consumers' Research did not, as advertisers generally do, submit a definite order for a definite advertisement, to occupy a specific amount of space, through one of the recognized advertising agencies which guarantee payment for the space. It merely sent us a post card, asking if *Time* would accept its advertising. To this *Time* replied that it could not accept it "for publication at present." Our reason was that we felt it necessary to make some investigation, as we always do, when a prospective advertiser is offering any advisory service. . . .

Although Consumers' Research circularized its subscribers on this subject in such a way as to suggest that *Time* was nothing more than a tool for dishonest advertisers, it has said nothing further to us, nor has it ever sent us a real order for any advertising space, with indication of what the advertisement would say. If it did so, it is quite likely that the advertisement would be accepted.

Early this fall, when the September *Annual Handbook of Buying* came out, we decided to undertake a modest campaign to inform people about this new achievement. It occurred to us that we might do the whole thing in style and engage an advertising agent, having in mind a competent and, as we supposed, less commercially minded person than most writers of advertising, who happened to be well known to a member of CR's staff. He prepared several attractive layouts and drew up a schedule of magazines on which he included the *New York Times*, *Nation*, *News-Week*, and *Time*. The advertisement for the *Nation* appeared in the issue of October 24, 1934, and that for the *New York Times* in the Book Section of the October 28, 1934, issue. The two advertisements for *News-Week* and *Time*, which are reproduced on the opposite page, were rejected by both *Time* and *News-Week*. *Time* sent a man around to our advertising agent to explain at length just why they could not accept CR's advertising. Since our agent refuses to divulge any details about this conversation, it must remain for the present one of the unsolved and unprinted mysteries in the history of Consumers' Research. The letter which *Time* finally sent to our agent, after we had insisted on some explanation for the rejection of the copy, was carefully non-committal and read as follows:

In accordance with our conversation, I am returning herewith Consumers' Research order for advertising in *Time*.

We greatly appreciate your consideration of *Time* in your advertising plans. To our regret, however, we are unable to accept for current publication in *Time*

the advertising copy which accompanied your order of October 15th. Accordingly we are returning the proof which you sent.

The *News-Week* rejection was also somewhat ambiguous. The reasoning appears to our, perhaps prejudiced, eyes somewhat involved.

I regret exceedingly the necessity of refusing to carry advertising of Consumers' Research, Inc. This decision is made without the least prejudice against your client.

Our policy is to take reasonable precautions to protect our readers against infringements by advertisers of the "truth in advertising" principle. We feel that we should not delegate our discretion in regard to evaluating for our columns advertised products or advertising copy to an outside service, no matter how reliable and honest such a service might be.

We feel that to depart from this policy by making an exception in the case of Consumers' Research, Inc. would be to impair the censorship we exercise, and might lead to invidious distinctions between advertisers with which we might disagree.

I am sure that you will understand our position in this matter.

It is interesting to note in this connection that the advertising agent, although engaged to do work for Consumers' Research, evidently felt his first duty to be to the magazine from which, formally, he receives the commission on the advertising placed. (There are good economic reasons why an advertising agent should consider his function in this way, especially when the advertiser is small and the advertising medium large and important and necessary to the purposes of an agent's other accounts—we almost said clients.) We naively supposed that an advertising agent's first duty was to us as his so-to-speak employer and were quite surprised to learn that not we but the advertising media had the only rights to his confidence and energetic advocacy in the matter, so far as such rights existed at all. We

were, of course, obliged to terminate our relations with this advertising agent before the program drawn up had been carried through, since it is obviously unwise to deal with an "agent" who refuses to report to and fully advise and inform his client on all matters pertaining to his client's affairs.

In view of the fact that *Time* carries advertising for the chronically misrepresented or misleadingly advertised patent medicines like *Listerine*, *Vick's VapoRub*, *Tums* for Fussy Stomach, *Ex-Lax*, and *Absorbine Jr.*, it is not surprising that it feels obliged to decline CR's advertising. But it is not logical, of course, to assume that the reasons given by *Time* are the ones that really determined that journal's action. Certainly the excuse quoted earlier in this note about CR's not having submitted "a definite order for a definite advertisement, to occupy a specific amount of space, through one of the recognized advertising agencies which guarantee payment for the space," will not do any longer. Subscribers will find it of some interest, in studying the problem of domination of supposedly candid and free journals by advertising interests, to see just how many different reasons can be devised by the same journal to explain away a single embarrassing situation. In closing, however, we should make it clear that embarrassment is not at the root of the problem. It's a question of income with the popular magazines, not the income from CR's little advertisement, but that from the "big shots," who not only don't like CR's criticisms of their products and of misleadingly advertised goods in general, but who lose profits by any criticism, offered by anyone, anywhere, in any medium reaching a large audience.

"Advertising executives have been wild about *Time* since it first appeared," says a *Time* advertising leaflet. *Bright* advertising executives would think their interests very badly served by a publication which has twice so clearly highlighted the subservience of the popular press to the profit at-any-cost-to-consumers attitude of business.

PACKED IN ACCORDANCE WITH THE
RESOLUTION OF THE CALIFORNIA
STATE BOARD OF HEALTH GOVERNING
THE STERILIZATION OF OLIVES.



THIS CAN CONTAINS OLIVES
APPROXIMATELY THIS SIZE

Graber

Olives

NOT ARTIFICIALLY COLORED

"THE ORIGINAL PLAIN CAN"

NET FRUIT CONTENTS 1 LB.

THIS CAN CONTAINS
APPROXIMATELY
60 OLIVES

No. 14

PACKED BY
C. C. GRABER
ONTARIO
CALIFORNIA

This label contains the elements of honest, informative labeling. All that is lacking is the Government's A, B, or C grade mark. (Above illustration is reduced in size.)

Partners in Plunder---Business and the Business-State

Available in Special Edition for CR Subscribers

PARTNERS IN PLUNDER—*Business and the Business-State* is the latest of the several books the contents of which are derived chiefly from the files of Consumers' Research. The authors are J. B. Matthews and R. E. Shallcross. The publication date is now set for January 15, 1935. The volume will contain about 400 pages, besides notes and index. A special edition available only to the subscribers to either of the two services of Consumers' Research is being issued at \$1 plus mailing charges of 15 cents (or will be sent for \$1, express collect). The regular trade edition is being published by Covici, Friede, Inc., and will sell for \$2.50.

There has been much talk of late about the dangers of fascism in the United States. So far there has been a tendency to look for the manifestations of extreme political reaction and brutal indifference to the common weal in the *wrong*, or least significant, places. Misled by the highly publicized atrocities of the Nazis in Germany, many Americans would never recognize fascism in their midst unless it came in the garb of extreme anti-Semitism or Ku Kluxery and was outfitted with all the special terms and vague promises and scapegoats of the Hitler movement. Those who would join in any efforts to avert fascism in the United States will find its most serious and menacing manifestations in the intensification of the normal and accepted practices of conventional business, and the sanctification of those practices by charlatans and more sober officials in government service, from General Johnson to Mrs. Rumsey and Donald Richberg. *Partners in Plunder* indicates the areas where business is at present clamping down upon consumers and workers to prevent them from striving for, or even being conscious of their rights to, higher standards of living in terms of both quantity and quality.

At the root of all the troubles which afflict the consumers of essential goods and services, lies the insistence of business that all goods and services must be subject to the chief and overriding consideration of profits. Adam Smith declared more than a hundred years ago that the only end of production is consumption. Business has made *profit*, not wages, nor salaries, nor consumption, the end of all production, and in so doing has grossly adulterated and catastrophically limited the supply of goods and services. The degree of political reaction, whether fascist or some peculiarly American form, which, when it comes, may quite likely employ the humanitarian terms of Jeffersonian democracy just as Mr. Roosevelt talks of a richer life while effectuating a poorer one, is certain to depend upon what the business men consider necessary to preserve their own interests in profit—and upon nothing else whatever.

It is not possible, as liberals are wont to do, to consider the questions of fraudulent advertising, the misbranding of goods, poisoned fruits and vege-

tables, poisonous and flagrantly misrepresented medicines, worthless gadgets, high-pressure sales tactics, the sabotage of inventions, cheapening of products, the acceleration of obsolescence in order to increase sales, and many other common practices of business, in water-tight compartments. They all form essential parts and aspects of the entire system. The canners, for example, announce that the effort which they are making to prevent an intelligible system of grading is the first line of defense for all business against the meddlesome interference with their profits by consumer-conscious groups. Much as some would like to do it, politics, the press, the schools, etc., and the way in which they work as effective arms of business enterprise (and of chambers of commerce), cannot be divorced from the fundamental questions of the gravely inadequate quantity and ever-worsening quality of the goods Americans must consume.

The present Administration at Washington, like its predecessors, is completely under the control of and in another sense effectively a partner—the Business State—of those who work for profits (not wages and salaries) against the interests of consumers. Government more than ever is sensitive and responsive to the wishes of big business, and promises to become even more so as the stresses and difficulties of business increase. In that direction lies the seed of dangerous reaction here, as has been the case in other countries, and it is to the interest of all who are really consumers to know about this danger in order that they may be able to combat it. This book cites—from business sources in CR's extensive files exhibiting the inner character of business enterprise—the prevailing practices of business and the desperate grip these business practitioners have on the whole of our social life, through government, newspapers and magazines, schools, and radio. That grip must be broken before it becomes tighter, or nothing can spare us the gruesome excesses of an out-and-out fascist regime; the regime of Thyssen and Krupp in Germany will be the rule of du Ponts, Sloans, Morgans, and Johnsons in America. The drift is all in the direction of a tighter grip of business on the whole of American life.

Fascism will be sold to the people by precisely the same methods by which other worthless or dangerous things are sold to them. In fact, a people susceptible to the multitude of tricks now employed by business is already half-sold into the slavery of fascism. There is no sharp line of distinction that can be drawn between the present conventional methods of exploiting consumers and lowering their living standards, both in quantity and quality, on the one hand, and the complete subjugation of their economic and social life which overtakes them when fascism has been established. Ordinary business methods drift naturally and ultimately, here as elsewhere, into the excesses of black reaction.

Partners in Plunder is not, like most discussions of fascism, a merely theoretical, statistical, or philosophic book. It is packed with concrete material, presented with such detail and relevance that its case is made unmistakably clear, and the menacing danger of the trends it exhibits all too obvious.

The chapter titles of this book indicate the nature of the method and the materials it contains. They are as follows:

- I. Profit Is Pirate King. (profit and racketeering)
- II. The Rococo Front of Business. (advertising)
- III. High Pressure—Low Resistance. (some general and specific sales tactics)
- IV. Gadgetry: A Century of Mechanical Comedy. (sales by novelty and motion)
- V. Confederates of Screen, Stadium and Salon. (testimonials)
- VI. Science Lends a Hand. (pseudo science in salesmanship)
- VII. Counterfeiters of What Our Money Buys. (adulteration, etc.)
- VIII. AAA-1 Extra Fancy. (misbranded goods or confusing grades and qualities)
- IX. What's in a Name? (making the consumer brand-conscious)

- X. The Junk Heap's the Thing! (obsolescence for profit's sake)
- XI. A Brisk Trade in Poisons. (some grave hazards in consuming)
- XII. Druggéd Individualism. (doctors and druggists are business men too!)
- XIII. Cycle or Whirlpool. (where profit leads)
- XIV. The Survival of the Misfittest. (what the business drive is really like)
- XV. Unrest in Lilliputia. (dangers of weak and misguided protest)
- XVI. The Capitalist Whom Prosperity Forgot. (gypping the farmers and consumers)
- XVII. American Scapegoats. (business sins realistically and repents vicariously)
- XVIII. He Who Does Not Own Shall Not Eat.
- XIX. Under the Shadow of Gompers. (organized labor as a business institution)
- XX. The Business State. (N.R.A., etc.)
- XXI. Defense of the System by Idea-Control.
- XXII. Defense of the Business State by Guns.
- XXIII. Does American Business Need Fascism? (the state of profits is held to be the only consideration)

Governor of Florida Discovers Arsenical Sprays in the New Yorker (Reprinted by permission from the New Yorker of November 10, 1934)

STATE OF FLORIDA
EXECUTIVE DEPARTMENT
TALLAHASSEE

October 20th, 1934

THE NEW YORKER,
25 WEST 45TH STREET,
NEW YORK, N. Y.

ATTENTION: THE EDITORS

DEAR SIR:

You would not purposely do injury to the grapefruit growers of Florida I know. An article which appeared in the New Yorker of April 7, 1934, page 17, under general heading "The Talk of the Town," leaves too strong an inference that due to some treatment of the present grapefruit crop in Florida, the fruit no longer may be considered as the supreme adjunct to health and beauty treatments.

Nothing has happened which endangers the rightful position which grapefruit occupies as the great health fruit of America.

True, some deciduous fruits, such as apples, peaches, pears, plums, etc., are usually sprayed with arsenical sprays, and when the spraying is done immediately before harvest, it is well to have such fruit thoroughly washed. However, the possibility of enough material remaining on the fruit, even

though unwashed, to affect the ordinary individual is very remote, as generally the skin is removed before the fruit is eaten.

Arsenical sprays are in common and universal use for pest control on all vegetables, such as celery, cabbage, lettuce, tomatoes, beans, etc., and this applies to every vegetable growing section of the country. When the edible portion consists of the entire vegetable, thorough washing is of course advisable.

Poisonous sprays are rarely used on citrus. When grapefruit is about the size of a marble, occasionally some form of arsenical spray is used by some growers for a specific control, but the application is a very weak solution and is applied some six months before the fruit is harvested.

Florida citrus, both grapefruit and oranges, may be safely eaten without washing, as is the general custom within our State. It will be news to many that citrus keeps better unwashed. However, the public prefers fruits thoroughly cleaned, so all fruit intended for shipment is first subjected to thorough washing and cleaning before being wrapped and packed in boxes.

The great health benefits to follow the drinking of grapefruit juice should be heralded to the four corners of the earth, and Elizabeth Arden shows

rare discernment in recommending it as an important part of her beauty treatment.

Our Commissioner of Agriculture was astounded at being so quoted, and I know you will be anxious to learn the true situation so as to correct this erroneous impression about grapefruit.

You may use this letter over my signature in any way you wish, and I believe your public will be greatly interested in these facts about America's greatest health fruit.

Very sincerely yours,

D. SHOLTZ, Governor.

* * *

DEAR GOVERNOR:

In the matter of poison spray, all we know is what we read in the *Consumers' Research* bulletins; and as the bulletins are marked "Confidential" in letters as big as your hat, we can't in all decency tell you the worst. However, you can subscribe yourself for two dollars.¹

Our position on arsenate of lead is about what it was back in April, 1934, except we are a little weaker physically from eating three insect-controlled meals a day. In simple, we are against the use, on foods, of poison, just as we are against hitting babies. A baby has no defence, and neither has a consumer when he is eating a deciduous pear (and by deciduous, of course, we mean California). You take these New York restaurants—sometimes they even spray the food between the kitchen and the dining-room to get rid of the aphids. If spray doesn't do it, the waiter uses the end of an old napkin. Now, our campaign is for the complete abandonment of arsenate of lead in the harvest fields of America, on the ground that the consumer has no opportunity of finding out how recently the spray was used, or how deeply it penetrated, or whether the residue was washed off. The waiter is always hurrying you up, and even if he weren't, Governor, how would you know? You simply can't tell. It's these sudden pains in the early mornings that make you wonder.

Nobody loves a grapefruit any more than we do. We like them even better than Florida (citrus) oranges. They have a cleaner taste, and they cut the phlegm, as old Dash Hammett used to say before they sprayed him out of house and home. Our loyalty is unquestionable: last winter, when we were sick of a mysterious malady, where did we go to get well—did we go to California, where they use arsenic on apples, peaches, pears, plums? We did not! We went straight down to Florida, where, as you say in your letter, they only occasionally use arsenic on grapefruit about the size of marbles. This ought to indicate how we feel about Florida and about health and about grapefruit and even about Elizabeth Arden—although *how she managed* to get in on the argument we have almost forgotten,

¹ Since October 1, 1934, Governor Sholtz, \$3.00 for the combined *General Bulletin* and confidential service—CR.

so long a time has elapsed between the writing of our paragraph and the receipt of your letter. Lord, Governor, does it take *THE NEW YORKER* six months to get to Florida?

Please convey our respects to the lifeguard at the foot of Australian Avenue, a few blocks north of the Municipal Pier. And remember—no more arsenic, ever, on anything! Hear?

—THE EDITORS

Bureau of Standards Helps Foreign Industrialists

Funds and Outlook Too Limited to Help American Consumers

WHILE 125,000,000 American consumers have been denied the services of the Bureau of Standards which could have been made available to them in the testing of consumers' goods and the publishing of reports of such testing in a usable form, *foreign industrialists* have found the work of the Bureau extremely useful to them. The Bureau of Standards is as proud of its service to foreign industrialists as it is resentful of all efforts to utilize the Bureau on a large scale and in a significant way for the benefit of American consumers, that is, citizens and taxpayers in general. The French Society of Photography and Cinematography, at its meeting held on January 26, 1934, "unanimously voted to award the silver medal of the Society" to two members of the staff of the Bureau of Standards at Washington, with the statement that "the work of these two men . . . has been of great benefit to French investigators and industrialists." The *Technical News Bulletin* of the Bureau of Standards (September, 1934) states that "the Bureau greatly appreciates the action taken by the French Society in thus honoring two members of its staff. . . ."

Contributors

RACHEL LYNN PALMER is a member of CR's staff. Her article in the November *Bulletin*, entitled "Good Housekeeping Magazine Helps the Canners against Consumers," has attracted much favorable comment.

MATHILDE C. HADER is a part-time member of CR's staff and instructor in Home Economics at New York University, School of Education. She is the author of "Do Your Own Testing of Canned Goods," (*General Bulletin*, January, 1934, 25c) a project which is being widely used by groups all over the country.

CLARENCE W. WINCHELL is an analytic chemist and bacteriologist. His article "Are You Getting Good Milk?" appeared in the *General Bulletin*, October, 1934, (25c).

Signs and Portents

AT VARIOUS TIMES, CR has received letters from well-disposed but naïve people who urge us to cooperate with manufacturers in drawing up standards for consumers' goods. Such critics of CR's policy have been utterly unaware of the fact that standards which will enable the consumer to judge intelligently the product he is contemplating buying are highly undesirable from the manufacturer's point of view, practically, we regret to say, from almost *any* manufacturer's point of view. Seldom have we come across such a frank statement of this position as the following; consumers who may be deluded into supposing that Congressmen and Senators are accessible to all citizens alike, should ponder the closing sentence of *Business Week's* report:

The National Canners Association believes that it is *fighting the battle of every manufacturer of consumer goods* when it stands up against the insistence of Washington bureaus that Government Grades A, B, and C—just like that—have to be put on all goods that go into cans. The *danger* is that there will be official requirements of Grade A, B, and C shoes, combs, toothbrushes, neckties, *once Thermopylae is lost by the embattled canners*. . . [Italics ours—CR]

It [the canners' report on grades] proposed, not the government's 3 grades, but "descriptive labeling," such as had already been used by Libby, McNeill & Libby, but with a fixed vocabulary, about size, tenderness, with definitions ranging from "tender" to "firm" (a nice word for tough), color and flavor. It is upon these that the battle is joined, and the industry admits that it has made a mistake in not trying, before, to tell the housewife exactly what was in the can, so far as words could tell.

The impracticability of the 3 fixed grades is emphasized, and the fight is to be carried not only into the trade fields but into Congress. The canners board of directors met in Chicago recently, and planned to see, personally, every member of Congress and every Senator, before he goes back to Washington, to tell him just why this fixed grading will not work. (*Business Week*, November 17, 1934.)

OUT OF CODE HEARINGS and manufacturers' protests against the various relief projects to give people jobs and wages instead of charity, comes much enlightenment about the present quality of consumers' goods. Here, from a letter signed by R. E. Wantz, president of the Illinois Manufacturers Association, which is evidently quite opposed to the government's relief activities, is a very significant piece of information about the quality of cotton mattresses.

This plan will be ruinous to the industry for many reasons. There are 2,100 looms in the country capable of turning out the woven blue and white ticking which the government requires.

The type of mattress which the government is having made is a *luxury*, as few mattresses sold in regular commerce are of staple cotton. It costs three or four times as much as the cotton linters used in 95% of the mattresses regularly manufactured. [Italics ours—CR]

All protests to Washington are answered with the same fallacious argument that, since these mattresses will be distributed only to relief subjects, business will not be hurt. (*Tide*, September, 1934.)

5.00

THERE ARE UNDOUBTEDLY many people in this country who think that fascism is something concerned wholly with dictators and political systems. One of its chief but seldom publicized characteristics is the lowering of consumers' standards of living. Of course, in the preliminary stages of fascism, its leaders always promise the fullness of life to the people; but as the program unfolds, it is found that its fundamental and all-pervading object is to maintain the top man on top and to make sure that the bottom man will be discouraged from protest or revolt. The lowered and declining scale of living in Italy has long been a matter of public comment in the liberal press and the newspapers. The following example from Nazi Germany is a brief description of what fascism is doing to consumers' goods in that country.

Already, food adulteration is going on, under force of necessity, on a grand scale. Even bread is adulterated. By government order, all flour must be one-third potato starch, or "shorts." Clothing, too, is being reduced in quality. All wool cloth must contain shoddy. ("How Long Can Hitler Last?" by Fred C. Kelly in *Today*, October 6, 1934.)

THOSE WHO FELT last June, when the emasculated Copeland Bill died in the mass of unfinished legislation, that this was the end of hope for revision of the present antiquated Food and Drugs Act, may take heart. There is apparently a tremendous volume of public demand for a bill that will adequately protect consumers. We get this information not from one of those famous "consumer researches" conducted by advertising agencies, but from the fact that the trade journals, like the one quoted below, are showing great anxiety over the situation.

While the National Drug Trade Conference will doubtless attempt to arrive at some form of agreement on the subject, it should be remembered, that this body must have a unanimous vote to act. . .

The progressive elements of the industry are in a state of mind which recognizes that a change in the legislation is necessary and is coming. They believe that by agreeing on a definite program, such legislation can be arrived at which would seriously curtail the activities *only* of those manufacturers whose activities should be curtailed *for the good of the industry as well as of the public*. These elements have no desire unduly to restrict the marketing of proprietary remedies or in any way to strike at the practice of self-medication, but they do believe that the present law is improper in many respects.

They also believe that the public temper is such that a new law is being demanded by a sufficient number of people to make the legislators see the wisdom of being in favor of such legislation. These enlightened people foresee that constant opposition without any constructive suggestions will ultimately result in the preparation and passage of a law about which the industry will have very little, if anything, to say. [Italics ours—CR] (*The Drug and Cosmetic Industry*, November, 1934.)

